

City of South San Francisco
Human Resources Department

Economic Development Specialist
Class Description

Definition

Under general supervision of the Economic Development Manager, provides professional staff assistance in the management and implementation of economic development programs, including small business development, workforce development, community and business outreach, and report preparation; conducts research and provides economic development services; supports and collaborates with other City staff and regional partners working on economic development issues; and performs other related duties as assigned.

Distinguishing Characteristics

This is a journey-level professional classification within the Economic Development Division. Positions at this level require the use of independent judgment and receive only occasional instruction or assistance as new or unusual situations arise. Receives direction from the Economic Development Manager or equivalent management position. May exercise technical and functional direction over lower-level professional, technical, or clerical staff.

Typical and Important Duties

1. Implements and monitors economic development programs and projects.
2. Prepares studies, business surveys, and other documents for the Economic Development Division; conducts research and analysis and prepares reports, memorandums, and letters on assigned programs or projects.
3. Provides support to the City's Economic Advancement Center operations and budget.
4. Researches and identifies grants, prepares grant application documents, processes received awards, and monitors grant compliance.
5. Acts as a liaison with local businesses to maintain an accurate and current inventory of businesses within the community.
6. Conducts financial analysis of proposed real estate and business development projects.
7. Assists with the development and implementation of business recruitment strategies.
8. Assists with the marketing and promotion of City programs and events; prepares informational materials for business community outreach and engagement.
9. Reads, understands, and explains complex legislation, regulations, ordinances, contracts, and financial documents.
10. Provides technical assistance to various parties and groups, such as small business owners, business associations, citizen groups and other City departments and divisions, related to the City's economic development programs and projects.
11. Assists in the coordination of the City's economic development activities and efforts with those of other public agencies, business community, and community groups.
12. Establishes and maintains work plans, expenditure reports, and project schedules, and monitors for compliance with local, state, and federal regulations.
13. Assists with or manages special programs and projects as they arise.
14. Perform related duties and responsibilities as assigned.

Job-related Qualifications

Knowledge of:

- Principles and practices of economic development.
- Federal, state, local, and other resources for economic development and business assistance.
- Applicable City, local, state, and federal ordinances, guidelines, codes, laws and regulations pertinent to economic development.
- Principles and practices of marketing and marketing research; implementation of marketing and outreach efforts.
- Principles and practices of business finance, budgeting, and business arithmetic.
- Grants preparation and monitoring.
- Principles and practices of research and analysis methods.
- Business retention, expansion, and attraction methods.
- Principles and practices of negotiation methods and contract administration.
- Principles of economic development opportunities and challenges in the San Francisco Bay Area.

Ability to:

- Read, understand, interpret, and apply applicable City, local, state, and federal ordinances, guidelines, codes, legislation, laws and regulations pertinent to economic development.
- Perform research and collect and analyze data, including financial analysis and technical information.
- Assist with negotiations with building owners, contractors, and developers and develop appropriate contracts for programs and projects.
- Prepare clear, effective, and accurate reports, correspondence, and other written materials.
- Establish and maintain cooperative-working relationships with those contacted in the course of work.
- Develop effective marketing and outreach materials and programs.
- Maintain complete and accurate records.
- Set priorities, meet deadlines, and make sound decisions on a variety of matters.
- Represent the City effectively in contacts with elected and foreign officials, representatives of other agencies, City departments, and the public.
- Communicate effectively, both orally and in writing, to assimilate, understand, and convey information in a manner consistent with job functions.

Skill in:

- Using a personal computer and its associated applications, including Word, Excel, PowerPoint, Microsoft Teams, and Customer Relations Management (CRM) software.

Experience and Training

Any combination of experience and training that would provide the required knowledge, skills, and abilities would be qualifying. A typical way to obtain the knowledge, skills, and abilities would be:

Experience:

- Three years of progressively responsible economic development experience

Training:

Equivalent to a Bachelor's Degree in business administration, public administration, economics, political science, urban planning, or a related field.

Licenses and Certificates

All licenses and certificates must be maintained as a condition of employment.

- Possession of, or ability to obtain, a valid, appropriate California driver's license and a satisfactory driving record.

Special Requirements

Essential duties require the following physical skills and work environment:

Physical Skills:

Able to use standard office equipment, including a computer; sit, stand, walk, kneel, crouch, stoop, squat, twist, and maintain sustained posture in a seated or standing position for prolonged periods of time; vision to read printed materials and a computer screen; hearing and speech to communicate in person, over the phone, and to make public presentations; lift and carry 35 pound boxes, files, and materials.

Work Environment:

Mobility to work in a typical office and/or field setting.

Ability to:

Travel to different sites and locations; drive safely to different sites and locations; maintain a safe driving record; work protracted and irregular hours and evening meetings or off shift work for meeting attendance or participation in specific projects or programs; available for evening meetings.

Additional Information:

- Approved:
- Revised Date:
- Former Titles:
- Abolished:
- Bargaining Unit: Mid-Management
- DOT: No
- Status: Classified/Exempt
- Job Code: M170