

**City of San Rafael  
Job Class Specification**

## **Job Title: Director of Economic Development and Innovation**

### **SUMMARY:**

Directs economic development program including responsibility for developing and pursuing new revenue-generating business relationships with targeted firms, identifying and securing additional business opportunities among existing clients, and fostering relationships with both. The incumbent will develop, implement, and coordinate the potential for sustainable innovation by defining community/region-wide opportunities and ideas; evaluate, develop and present comprehensive programs to secure business growth and modernization in San Rafael; and provide economic development support from concept through completion. The position will attract and retain private-sector business interests in the City, utilizing fluency in information and/or communications technology and create an internal culture, climate and environment that is needed for innovation and removing barriers both real and perceived that hinder innovative growth.

The position will team effectively with other City staff and community partners. This is a single position classification at the department director level. The position is appointed by and reports directly to the City Manager and is a member of the City's Executive Management Team.

### **ESSENTIAL DUTIES AND RESPONSIBILITIES:**

This list is meant to be representative, not exhaustive. Some incumbents may not perform all the duties listed while in other cases related duties may also be assigned.

- Plan, organize and implement programs supporting City Council goals related to economic vitality.
- Market, recruit and help retain businesses to sustain economic diversity and growth; formulate and plan development projects and business attraction and retention strategies.
- Establish and maintain outreach, communication and cooperative relationships with business leaders, potential developers, organizations, private, public and non-profit agencies, educational institutions, business and community groups, and the general public to promote and coordinate economic vitality and innovation.
- Develop and implement City's affordable housing program; work with regional partners to enhance workforce housing efforts and opportunities.
- Define business and marketing strategies according to the regional climate and market and establish and grow key relationships with new and existing customers.
- Develop and pursue new revenue-generating business relationships at targeted firms/entities, as well as continually identify and secure additional business opportunities within San Rafael through prospecting and networking.
- Conduct research and provide information services on matters of economic health, property tax issues, and economic and real estate trends.
- As assigned, serves as staff support to City Council subcommittees and appointed groups and other community or business advisory boards. Liaison with the Chamber of Commerce, Downtown Business Improvement District and other professional organizations.
- Work with City departments to develop a mutual approach to promote economic vitality and business/resident interests; provides information/data to improve communication and innovation.
- Prepare and implements budgets including capital improvements and administrative projects.
- Oversee special events program and administration.
- Provide information, resolve issues, and plan and coordinate programs and activities.
- Facilitate development agreements, leases, and other contracts.
- Direct the work of professional and support staff.

**KNOWLEDGE OF:**

- Principles and practices of economic development, public relations, and public information
- Principles and practices of public administration
- Business, economic, and market forces and indicators
- Principles and practices of local planning and development; planning, zoning, design and subdivision law, theory and applications; local government structure and operation, including budgetary procedures
- Principles and practices of business development, business management and private sector decision-making
- Communications, marketing, social media messaging and strategy
- Change management
- Real estate finance including funding sources and methods and negotiation
- Methods for monitoring and evaluating programs
- PCs and related devices and software

**ABILITY TO:**

- Utilize a unique blend of business and technical confidence and spend time in the market to understand ever-changing trends and find innovative solutions for implementing broader opportunities in the business community.
- Stay abreast of technological trends and potential influences on the San Rafael/Marin private sector market.
- Manage economic development and innovation programs in accordance with modern practices and standards.
- Establish and maintain cooperative working relationships with other city departments.
- Establish and maintain cooperative working relationships the business community.
- Identify and be responsive to community needs.
- Effectively represent San Rafael through making presentations to large and small audiences.
- Analyze complex programs and recommend positive outcomes.
- Conduct economic research and prepared complex analytical reports.
- Communicate effectively both verbally and in writing.
- Manage a group of professionals and support staff.
- Negotiate complex high value projects.

**EDUCATION and/or EXPERIENCE:**

Equivalent to graduation from an accredited college or university with a degree in economics, business administration, public policy, public administration, marketing/communications, regional land-use planning, urban planning, or closely related field. Five years of progressively responsible experience in economic and business development including at least two years in a management capacity. A Master's Degree is preferred.

**Valid driver's license and satisfactory driving record.**

**PHYSICAL DEMANDS:**

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

While performing the duties of this job, the employee is regularly required to stand, walk, sit, and talk or hear. The employee frequently is required to use hands to finger, handle, or feel and reach with hands and arms. The employee must regularly lift and/or move up to 10 pounds and occasionally lift and/or move up to 25 pounds. Specific vision abilities required by this job include close vision, distance vision, and ability to adjust focus.

**WORK ENVIRONMENT:**

The work environment characteristics described here are representative of those an employee encounters while performing the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

While performing the duties of this job, the employee is regularly exposed to video display and regularly works in inside environmental conditions. The employee is occasionally exposed to outdoor weather conditions and occasionally works in evenings or weekends and occasionally works with use of a personal vehicle. The noise level in the work environment is usually low to moderate.