



## Economic Development Specialist

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### Summary

Perform a variety of complex para-professional functions related to the coordination, marketing, implementation, and monitoring of various Economic Development and special projects; represent the City with developers, business, and community leaders; recruits new business and advising businesses seeking expansions; identify sources of grant funding; prepare a variety of analyses and reports.

### Class Characteristics

General supervision is provided by the Director of Economic Development and Open Government; responsibilities may include indirect supervision of technical and support services personnel.

### Essential Duties, Skills, and Demands of the Position

*The duties, skills, and 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 a disability to perform the essential duties, skills, and demands.*

#### Duties:

Represent the City at meetings with developers, businesses, citizens, community leaders, and City personnel on economic development and city-wide projects and programs; meet with business leaders to provide information about business development and marketing programs.

Recruit businesses in the following ways: creates and distributes marketing materials, develops and submits of proposals to business prospects, conduct informational sessions and training to local business community, and participate in trade shows.

Assist and advise businesses locating or expanding in the City; serve as a point of contact for new and expanding business inquiries; assist business prospects and developers by providing information about available development sites, land, and buildings; explain the development requirements and facilitates the pre-development review process.

Identify sources for community development-related funding; complete proposal process for grants from Federal, State, local, and private sources.

Call, email, and meet with business owners, associations and districts, property owners, and developers on a regular basis as part of the City's business retention and expansion programs.

Develop and implement a tracking system to monitor and report on department activities and outcomes related to leads, business assistance requests, and jobs.

Prepare complex, routine, and non-routine reports as requested utilizing a variety of software; receive, sort, and summarize material for the preparation of reports; prepare work reports, resolutions, and staff reports and makes presentations.

May serve as backup for other positions within the department.

Perform related duties as assigned.

**Skills/Abilities:**

Use tact, discretion, initiative and independent judgment within established guidelines.

Apply logical thinking to solve problems and accomplish tasks; analyze, resolve, and/or make recommendations regarding a variety of administrative and operational issues.

Work with diverse populations.

Prepare and deliver presentations and speak in public.

Organize work, set priorities, meet critical deadlines, and follow up on assignments with a minimum of direction.

Research, compile, analyze, and summarize a variety of informational and statistical data and materials.

Perform mathematical calculations at the appropriate level.

Understand and carry out written and oral instructions, giving close attention to detail and accuracy.

Deal with problems involving several complex variables in non-standardized situations.

Learn and follow City and departmental policies and procedures.

Use a computer and appropriate computer applications to perform the essential and important functions of the job.

Communicate effectively both verbally and in writing.

Establish and maintain effective working relationships with those contacted in the course of the work.

**Physical Demands and Work Environment:**

While performing the duties of this job, the employee is regularly required to, sit at desk and in meetings for long periods of time; talk or hear, in person, in meetings and by telephone; use hands and fingers to handle, feel, or operate standard office equipment; and reach with hands and arms. Intermittently, twist to reach equipment surrounding desk; walk to observe department activities; bend and squat to perform file searches; perform simple grasping and fine manipulation; use telephone and write or use a keyboard to communicate through written means; operate an automobile to attend various meetings and workshops. Occasionally lift and/or move up to 25 pounds. Specific vision abilities required by this job include close vision, distance vision, color vision, peripheral vision, depth perception, and ability to adjust focus. Requires the ability to work in an office environment where the noise level is usually moderate.

**Qualifications**

**Knowledge of:**

Principles and practices of economic development program administration.

Applicable state, federal and local ordinances, codes, laws, rules and regulations and legislative issues.

Project management techniques.

Marketing, outreach, and communication techniques.

Principles and practices, methods and techniques of economic research, statistical analysis, and report presentation.

Principles, practices, and techniques of effective customer service and collaborative problem solving.

Education and Experience

Any combination equivalent to the education and experience likely to provide the required knowledge and abilities would be qualifying. A typical way to gain such knowledge and abilities would be:

Education:

An Associate's degree with major coursework in economics, public or business administration, or a related field is required. A Bachelor's degree is desirable.

Experience:

Two years of experience performing increasingly responsible administrative, analytical, and/or program management duties in economic development, redevelopment, planning, community development or a closely related field.

Certifications/Licenses:

Possession of a valid California Class C driver's license.

Established: 08/05/2019

Resolution #: 2019-137 N.C.S.

Department: Economic Development and Open Government

FLSA Status: Non-Exempt