



Director of Economic Development and Open Government

Summary

Plan, organize, coordinate, direct, and oversee the Economic Development and Open Government Department including technology operations and infrastructure, data and information, service design, community engagement, and economic development activities, functions, programs, and projects; improve both the customer and employee experience of government through digital modernization and community engagement, providing tools and approaches to improve service delivery and the experience of government and encouraging economic prosperity in Petaluma; provide expert professional assistance to City management staff on economic development, community engagement, and technology matters.

Class Characteristics

Administrative direction is provided by the City Manager; responsibilities include the direct and indirect supervision of management, 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:

Develop and direct the implementation of goals, objectives, policies, procedures, and work standards for the Economic Development and Open Government Department including technology operations and infrastructure, data and information, service design, community engagement, and economic development.

Provide leadership to the City Council, City Manager and Directors on alignment of technology with City initiatives, policy, and strategic objectives.

Prepare and assist with the development of strategic plans related to the City's information services, economic development and community engagement functions.

Develop and implement organizational policies and procedures regarding appropriate usage of technology and communications within the organization.

Direct the priorities, work program, people and resource allocation within the department including hiring, staff development, training, terminations, and performance appraisals.

Formulate, recommend, and administer policies and procedures governing the operation of the department.

Establish long-range goals and implementation plans for services provided by the department.

Plan, prepare and administers the department budget.

Ensure the coordination of the department's effort with the needs of the organization.

Perform related duties as assigned.

Economic Development

Develop and implement initiatives to support entrepreneur success and local business expansion and retention.

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 public to promote and coordinate economic vitality and innovation.

Coordinate with existing local and regional partners to develop and implement a tourism and marketing program; plan and implement strategies and programs to encourage business growth, development, and investment while improving the quality and mix of uses throughout the City, particularly within downtown Petaluma, at opportunity sites, and along major arterial corridors.

Negotiate with developers, land use attorneys, and financiers to facilitate and expedite economic development projects and real property land use, including coordination of complex real estate and land development agreements.

Conduct research and provide information services on matters of economic health, property tax issues, and economic and real estate trends.

Serve as liaison with the Chamber of Commerce, Downtown Association, Business Improvement District and the Tourism Improvement District.

Community Engagement

Serve as communications advisor to the City's leadership team.

Mentor city leadership and staff to streamline and improve customer satisfaction with City processes.

Mentor leadership staff to cultivate and enhance meaningful relationships with residents, businesses, the media and key influencers within the community.

Oversee a decentralized communications team to support the development execution of a citywide communications strategy.

Technology

Direct, develop, and implement interdepartmental technology governance, planning, and coordination activities to accomplish specific City-wide objectives.

Develop digital strategy and oversee digital initiatives, which use technology to create accessible, transparent, and effective interaction between government and stakeholders.

Initiate and develops internal and external partnerships to leverage City technology investments.

Provide direction oversight and direction on mission critical City-wide technology initiatives.

Skills/Abilities:

Plan, manage, and direct the administration and operations of the Economic Development and Open Government Department.

Prepare and administer the department budget.

Develop and implement department policies and procedures.

Supervise, train, and evaluate assigned personnel.

Develop and implement goals, objectives, policies, procedures, work standards, and internal controls.

Establish and maintain a working environment conducive to positive morale, individual style, quality, creativity, and teamwork.

Identify challenges and emerging issues faced by the organization.

Work with leadership team and staff to recognize internal and external communications opportunities and solutions and define and execute appropriate strategies to support them.

Position the City to effectively respond to the rapidly changing technological environment.

Interpret and apply federal, state and local policies, laws, rules, and regulations.

Accurately interpret and apply laws, ordinances, regulations, maps, plans, and development documents.

Promote a culture of high performance and continuous improvement that values learning and a commitment to quality.

Facilitate teams and lead decision-making processes in a collaborative environment.

Lead interdepartmental committees and work programs.

Explain technical concepts and processes in an understandable manner to end users.

Conduct economic research and prepare complex analytical reports.

Negotiate complex, high value projects.

Understand the City's political environment and sensitivities and function effectively within that environment.

Operate a variety of office equipment including computers and associated word processing and spreadsheet applications.

Communicate clearly and concisely, both orally and in writing.

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

Physical Demands and Work Environment:

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. While performing duties, the employee is regularly required to use written and oral communication skills; analyze community service, budget and technical reports; interpret and evaluate staff reports; know laws, regulations and codes; observe performance and evaluate staff; problem solve community service issues; remember personnel rules, legal and code requirements; and explain and interpret codes, policies and procedures; interact with City management, other governmental officials, contractors, vendors, employees and the public.

Qualifications

Knowledge of:

Strategic planning, systems, and project management.

Information technology service delivery procurement and emerging trends.

Communications, marketing, social media messaging and strategy.

Principles and practices of community engagement, public relations, and public information.

Principles and practices of change management.

Principles and practices of economic development.

Principles and practices of local planning and development, planning zoning, design and subdivision law, theory, and applications.

Real estate finance including funding sources and methods of negotiation.

Methods for monitoring, analyzing and evaluating programs.

Business process improvements.

Principles of performance management.

Principles of supervision, training, and performance evaluation.

Office procedures, methods, and equipment including computers and applicable software applications such as word processing, spreadsheets, and databases.

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:

A Bachelor's degree with major coursework in economics, computer science, public administration, business administration, public policy, marketing/communications, regional land-use planning, urban planning, or a related field. A Master's degree is highly desirable.

Experience:

Five years of progressively responsible professional experience in economic and business development including three years in a supervisory capacity. Public sector experience is desirable.

Certifications/Licenses:

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

Established: 08/05/2019

Resolution #: 2019-137 N.C.S.; 2021-155 N.C.S.

Revised: 09/20/2021

Department: Economic Development and Open Government

FLSA Status: Exempt