

**City of San Rafael
Job Class Specification**

Job Title: Economic Development Coordinator / Manager

SUMMARY

This mid-management position performs a variety of detailed, specialized, professional work for the Economic Development unit involving programs and projects in support of economic development and affordable housing. The position reports to the Director of Economic Development and Innovation and is expected to work independently and with minimal supervision, with the manager level requiring the higher degree of independence and more general direction. Work includes but is not limited to developing plans and programs, financial and economic analysis, participating in financial arrangements for developments; and other duties related to the administration of programs and projects.

ESSENTIAL DUTIES AND RESPONSIBILITIES include the following. 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.

- Develop and implement programs relating to revitalization, business recruitment/retention, economic development and job creation.
- Administer economic development projects and programs from conception, design, budget development, implementation, and financial overview, to final effectiveness evaluation.
- Act as liaison between developers and businesses in the evaluation of real estate developments, and landlords/brokers and potential tenants in pursuing leasing of commercial vacancies.
- Plan, schedule and coordinate real estate, marketing, site development, and business development programs, including developing marketing strategy, evaluating financing, and preparing public information materials.
- Negotiate development transactions consistent with City policies.
- Acquire, manage and dispose of property on behalf of the City.
- Resolve legal, financial, environmental and technical real estate issues involved in development projects and commercial leasing opportunities.
- Encourage and facilitate development by communicating with citizens groups, individuals, and public and private organizations.
- Conduct field investigations of development sites.
- Collect, compile, organize, and analyze data for use in economic development programs and development objectives.
- Prepare comprehensive reports, proposals, and studies related to economic development opportunities and implementation activities.
- Represent the City at a wide variety of community meetings.
- Make written and verbal presentations to City Council, Citizens Advisory Committee on Economic Development and Affordable Housing, other Boards and Commissions, outside organizations and community meetings.
- Monitor legislation related to economic development and make recommendations concerning policy and procedural improvements.
- Develop contracts, retain and coordinate the work of engineers, appraisers, architects, etc. for economic development projects.
- Identify and prepare applications for outside funding sources (grants).
- Perform other related duties as assigned.

KNOWLEDGE OF

- Knowledge of economic development programs and principles including business recruitment, expansion and retention; demographic research and analysis of market conditions and public relations.
- Real estate principles; the development process; and project management.

ABILITY TO:

- Ability to effectively apply the principles of economic development to projects and programs.
- Ability to effectively manage project assignments; to operate within budget allocations; to meet deadlines; and hire and manage consultants.
- Ability to write clearly and concisely for a variety of audiences; to communicate effectively orally; and to prepare public presentations for a variety of audiences including the community, the business community including the Chamber of Commerce and the Downtown Business Improvement District, the Citizens Advisory Committee on Economic Development and Affordable Housing, and the City Council.
- Ability to understand and interpret for the public the City's planning, engineering, and building permit processes and prepare written material and content for the City's website on those processes.
- Ability to establish effective relationships with those contacted in the course of work.
- Ability to develop and maintain administrative databases, and work with graphics design software.

EDUCATION and/or EXPERIENCE:

A combination of education and experience that demonstrates possession of the requisite knowledge, skill and abilities. A typical way to obtain these would be:

Equivalent to a Bachelor's Degree in Urban Planning, Economics, Business Administration, Marketing, Communications or related field; **AND**

Coordinator: three (3) years of experience in economic or community development that includes one year of experience in the public sector and/or in marketing.

Manager: four (4) years of progressively responsible professional level experience in economic or community development, research, business administration or closely related. (A Master's Degree in one of the fields listed above may be substituted for 1 year of experience.

Possession of a valid Class C driver's license is required.

PHYSICAL DEMANDS / WORK ENVIRONMENT:

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 frequently required to sit; use hands to finger, handle, or feel; reach with hands and arms; and talk or hear. The employee is occasionally required to stand and walk. The employee must frequently 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, color vision, peripheral vision, depth perception, and ability to adjust focus. This classification requires the ability to travel independently within and outside of City limits.

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