

DIRECTOR OF ECONOMIC AND COMMUNITY DEVELOPMENT

Salary Range: 34 (Management Salary Schedule)

DEFINITION

The Director of Economic and Community Development will provide direct support to the City Manager, and provide leadership and management oversight as assigned. The incumbent will provide functional direction for economic and community development to include development services, business and neighborhood services, building division, infill and renew development, housing, code compliance, economic growth, and strategic planning. This position will ensure that performance objectives are established and accomplished in response to the goals and objectives adopted by the City Council.

DISTINGUISHING CHARACTERISTICS

This is a single-position executive management level classification with full responsibility for managing the activities of several divisions through subordinate managers. Successful performance of the work requires the ability to independently implement varied programs following general policy guidelines and the demonstration of solid leadership and negotiation skills during interactions with City employees, constituents, and business representatives. This is an “at-will” classification which serves at the will of the City Manager and may be removed at any time without cause, notice, or right of appeal.

SUPERVISION EXERCISED AND RECEIVED

The incumbent reports to the City Manager and is responsible for providing direct and indirect supervision over management, professional, technical, and clerical personnel.

EXAMPLES OF DUTIES, KNOWLEDGE, AND ABILITIES:

Duties may include, but are not limited to the following:

- Provides clear unified leadership and promotes all opportunities, practices and procedures that enable economic prosperity and fiscal sustainability without lowering Rocklin’s high-quality development standards.
- Brings a renewed dedication to the community development process with a focus on solutions rather than processes; taking an activists and entrepreneurial approach to community development in lieu of just being a regulator.
- Leads the development services team in negotiations with developers.
- Directs monitors and administers the development and implementation of plans, projects and programs for the immediate and long range growth of the community.
- Oversees research and special studies relating to the preparation of the General Plan and periodic updates, specific plans, capital improvement programs, zoning, building, and building inspections, in-fill and renew development, economic growth, and marketing and related matters.
- Works to ensure efficiency and effectiveness of service delivery.
- Evaluates the performance of division managers and contractors in the completion of long range, strategic plans, and compliance with operating and capital budgets.

- Oversees the development of administrative policies and procedures
- Manages and coordinates responses to service requests.
- Cultivates cooperative partnerships with outside public and private organizations to access resources and improve the efficiency of service delivery.
- Coordinates needs assessment and improvements to service delivery programs
- Evaluates and recommends appropriate service and staffing levels of all areas of responsibility.
- Directs, prepares, and oversees the preparation of a wide variety of reports and presentations to the City Council, City Executive Team and outside agencies; reviews press releases and materials for dissemination to the media and public.
- Provides high level research, analysis and recommendations to the City Manager, Planning Commission and/or City Council on matters relating to policy development, strategies, management planning, project management, departmental, intergovernmental and community problems.
- Works with community organizations citizen groups in developing and implementing programs to achieve City priorities and solve problems in areas of assignment.
- Reviews City Council and/or Planning Commission agenda reports, follows up on policy concerns prior to meetings.
- Plans, directs, coordinates and reviews the work plan for Code Compliance staff; assigns work activities, projects and programs; reviews and evaluates work products, methods and procedures; meets with staff to identify and resolve problems.
- Maintains current knowledge of new trends and innovations in the field of municipal management and public administration; attends and participates in professional group meetings; participates in professional development programs and certifications.
- Has the ability and willingness to foster a team environment relationship among interagency departments.
- Develops and maintains positive public relations with an emphasis on customer service.
- Acts on behalf of the City Manager and serves as Acting City Manager in the absence of the City Manager.

EMPLOYMENT STANDARDS

Knowledge of:

- Administrative principles and methods, including goal setting, program and budget development, implementation and control, personnel management and supervision
- City organization and functions; laws, rules, codes, and regulations governing Economic and Community Development activities
- Principles and practices of program development and administration
- Practices of contract negotiation, preparation and administration
- Principles and practices of computer-based project management and project scheduling
- Principles and practices of economic development in a local government environment including business attraction, retention strategies and programs, community and business

development, urban planning, marketing, real estate development, redevelopment, and local government financial incentives for business and marketing

- Pertinent local, State, and Federal laws, ordinances and rules
- Principles and practices of leadership, team building and conflict resolution
- Economic development and redevelopment financing trends and practices; methods and procedures related to small business administration loan processes and similar programs
- Community Development Block Grants and redevelopment programs
- Principles, practices, policies, and procedures of redevelopment and municipal housing rehabilitation programs
- Recent developments, current literature and sources of information related to economic development planning and administration, and redevelopment activities
- Methods and techniques of marketing, advertising, media relations and public relations
- English usage, spelling, grammar and punctuation
- Modern office practices and technology including personal computer hardware and software

Ability to:

- Plan, organize, assign, direct, review, and evaluate activities of the Economic and Community Development Department
- Select, train, motivate, and evaluate staff
- Develop, implement, and interpret goals, objectives, policies, procedures, and work standards
- Respond to, research and compile a variety of economic development data such as population trends, demographics, vacancy rates, and traffic patterns
- Serve as City's economic development representative on committees, outside organizations, and at staff subcommittees as necessary; coordinate economic development activities with other divisions and outside agencies
- Analyze complex problems, evaluate alternatives, and make sound recommendations related to Economic and Community Development Department activities
- Analyze department support needs and ensure prompt and efficient delivery of service, materials and supplies
- Interpret, apply and ensure project compliance with applicable federal, state and local policies, procedures, laws, regulations, codes and ordinances.
- Develop plans, schedules, specifications and cost estimates for assigned projects; Read and interpret design/technical specifications and drawings
- Negotiate and administer service contracts and prepare bid packages
- Use and apply principles and practices of budget preparation, financial principles, and administration
- Prepare clear, concise and accurate reports, correspondence and other written materials including bids and financial information
- Establish maintain and foster positive and harmonious working relationships with those contacted in the course of work
- Use computer technology and applications in the performance of daily activities

- Meet the physical requirements necessary to safely and effectively perform the assigned duties

Minimum Qualifications:

- Possession of a Bachelor’s Degree from an accredited college or university in Public Administration, Business Administration, or a closely related field AND ten (10) years of progressively responsible senior level administrative experience in municipal government including a proven track record of departmental management responsibility
- A Master’s Degree and prior experience working in a municipal government with development, redevelopment, and/or economic development is desired.

GENERAL QUALIFICATIONS:

License Requirements:

A valid California Class C driver license or higher is required at the time of appointment. Individuals who do not meet this requirement due to a disability will be reviewed on a case-by-case basis.

Physical Requirements:

The incumbent appointed to this class must be physically able to perform the duties of this position, including mobility to work in a standard office environment, use standard office equipment and attend off-site meetings; intermittently sit at a desk for long periods of time; walk, stand, bend, squat, twist and reach while performing office duties; lift light to moderate weights;. manual dexterity to use standard office equipment and supplies and operate a keyboard, manipulate single sheets of paper and large document holders (binders, manuals, etc.); vision to read handwritten and printed materials and a computer screen; hearing and speech to communicate in person and by telephone or radio.

Working Conditions:

The incumbent appointed to this class must be willing to work in the field, drive a vehicle and be exposed to traffic, and construction hazards; be willing to work irregular hours and be subject to “on-call” status 24 hours a day, and be willing to work outdoors in all types of weather conditions,

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FLSA: E

This job specification should not be construed to imply that these requirements are the exclusive standards of the position. Not all duties are necessarily performed by each incumbent. Additionally, incumbents may be required to follow any other instructions and to perform any other related duties as may be required by their supervisor.