

DIRECTOR OF THE OFFICE OF ECONOMIC DEVELOPMENT

Salary Range: 20 (Management Salary Schedule)

DEFINITION

The Director of the Office of Economic Development is responsible for assisting with the planning, organizing, managing, and overseeing of the activities and operations of the Department, and manages all activities of the Economic Development Division within the department.

DISTINGUISHING CHARACTERISTICS

The Director of the Office of Economic Development is the management level class responsible for assisting with the management and administration of the programs and staff activities of the Economic Development Division. This class is distinguished from the Economic and Community Development Director in that the latter has agency-wide responsibility for the Economic and Community Development Department.

SUPERVISION EXERCISED AND RECEIVED

The incumbent reports to the Director of Economic and Community Development 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:

- Assists in the development and implementation of goals, objectives, policies, procedures and work standards for the Economic & Community Development Department.
- Advises the City Manager, City Council and Economic & Community Development Director on a broad range of issues within areas of responsibility.
- Assists in the development and implementation of Rocklin's Strategic Plan and economic growth agenda (City of Rocklin Community Investment Plan); analyzes strategies to improve effectiveness of operation; performs program management, administrative and technical duties necessary to achieve program objectives in the areas of economic growth.
- Confers with and provides professional assistance to City staff members on Economic Development matters.
- Manages the development, coordination, and participation in strategic planning, policy development, data collections, and reporting activities of economic development initiatives.
- Recommends and prepares revisions and updates for zoning, subdivision and other land use ordinances and policies to advance Rocklin's Strategic Plan and Economic Growth Agenda.
- Participates in the development and administration of the Economic & Community Development Department budget; participates in the forecast of funds needed for staffing, equipment, materials, and supplies; monitors and approves expenditures; implements budgetary adjustments as appropriate and necessary.

- Facilitates training and cross-departmental working groups to provide coordinated functionality of economic development, planning and building operations.
- Analyzes program functions, programs, services, and activities to ensure they are meeting the needs of customers; identifies emerging community needs, and develops improvement plans.
- Represents assigned divisions, programs, and functional areas of the Economic & Community Development Department to other departments, divisions, and outside agencies; coordinates assigned activities with those of other departments and outside agencies and organizations.
- Researches, prepares, and presents written and oral reports at council, commission, interagency, committee and other meetings; attends and participates on a variety of boards, commissions, committees and professional groups; attends civic and community organization meetings; prepares presentations and conducts outreach and other necessary correspondence as needed.
- Recommends, develops and implements programs and procedures to strengthen and diversify the local economy.
- Serves in advocacy role as ombudsman for private enterprise working collaboratively with other divisions and departments to solve development related obstacles
- Proactively develops relationships with key private/public stakeholders and works with them on increasing the economic growth of Rocklin.
- Provides information concerning economic growth strategies, related policy development; procedures, guidelines and programs to the business community.
- Coordinates the preparation and implementation of special projects.
- Stays current on legislation, new trends and innovation in the areas of responsibility.
- Responds to difficult or sensitive complaints and request for information from the public, news media and City staff.
- Plans, organizes, and supervises the activities of assigned staff
- Assists the Director in the selection, evaluation and training and development of department staff.
- Performs other related duties as assigned.

EMPLOYMENT STANDARDS

Knowledge of:

- Administrative principles and methods, including goal setting, program and budget development and implementation, personnel management and supervision
- Principles and practices of, economic development, redevelopment, and community development, including business recruitment and retention methods; economic investment initiatives, financial trends and practices; business development; real estate and land development processes, business, economic and market forces and indicators; and financing techniques for real estate and business development

- Applicable federal, state and local agencies laws, codes, and regulations, related to area of assignment
- Program and project management methods and techniques, including development objectives, budgetary methods and procedures, program and project monitoring and evaluation methods
- Research methods and statistical analysis
- Methods and techniques of public, community and business marketing relation and outreach
- Organizational and management practices as applied to the development, administration and evaluation of programs, policies and operational needs
- Methods and techniques of supervision and training
- Methods and techniques for record keeping and report preparation and writing; proper English, spelling and grammar
- Modern office practices, methods and equipment, including personal computer hardware and software

Ability to:

- Coordinate and implement an economic growth program, including a proactive outreach, marketing, public relations and communication program to forward Rocklin's economic growth agenda
- Independently develop and coordinate effective systems, programs and procedures; recognize needs, analyze problems, develop and evaluate options, make sound recommendations and initiate actions in order to develop more efficient systems and procedures or resolve problems within established guidelines
- Develop and implement revisions to standard operating procedures and/or policy to forward Rocklin's economic growth agenda
- Analyze department support needs and ensure prompt and efficient delivery of services, materials and supplies
- Establish and execute comprehensive work plans in a timely and competent manner; prioritize assignments and workload appropriately and respond to deadlines effectively
- Establish, maintain, and foster effective working relationships; accomplish assigned work and administrative tasks independently, and as part of a group on multiple assignments or for multiple customers
- Select, train, motivate, and evaluate staff
- Use computer technology and applications in the performance of daily activities
- Assist Director to define and implement policies and procedures to streamline operations, increase productivity and improve customer outcomes
- Meet the physical requirements necessary to safely and effectively perform the assigned duties

Minimum Qualifications:

Any combination of training and experience that would provide the required knowledge, skills and abilities is qualifying. A typical way to obtain the required qualifications would be:

Possession of a Bachelor's degree from an accredited college or university with major course work in business administration or public administration, urban or regional planning, economic development, community development, marketing, or a closely related field, and five years of increasingly responsible professional economic or community development experience. A Master's degree in a related field may be substituted for up to two years of the required experience.

GENERAL QUALIFICATIONS

License Requirements:

A valid California Class C driver license or higher with a satisfactory driving record 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 the mobility to work in a standard office setting and use standard office equipment, including a computer; the ability to operate a motor vehicle and to visit various City sites and attend off-site meetings; vision to read printed materials and a computer screen; hearing and speech to communicate in person, before groups and over the telephone; finger dexterity to access, enter and retrieve data using a computer keyboard, typewriter keyboard or calculator and to operate standard office equipment; ability to bend, stoop, kneel, reach, push and pull drawers open and closed to retrieve and file information; occasionally lift and, carry reports and records that typically weigh less than 20 pounds.

Working Conditions:

Incumbents work in an office environment with moderate noise levels, controlled temperature conditions and no direct exposure to hazardous physical substances, and may interact with upset staff and/or public representatives in interpreting and enforcing departmental policies and procedures. Employees may be required to work on evenings, weekends and holidays, and participates in afterhours on-call assignments.

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.