

ECONOMIC DEVELOPMENT DIRECTOR

DEFINITION

Under general administrative direction, plans, organizes, directs and provides overall guidance and coordination to all City economic development plans, programs and services both commercial and industrial.

SUPERVISION RECEIVED/EXERCISED

Receives supervision from City Manager or Designee. Exercises supervision over assigned staff.

DISTINGUISHING CHARACTERISTICS

The incumbent carries out citywide economic development and redevelopment strategies including attracting new businesses, monitoring business activity, developing ways to retain current businesses and assisting in their development and growth. This classification differs from the Economic Development Analyst and Economic Development Coordinator as the Director has overall responsibility for the City's Economic Development program and strategy. This is an unclassified position in which the incumbent serves at the will of the City Manager.

EXAMPLES OF IMPORTANT AND ESSENTIAL DUTIES

May include, but are not limited to, the following:

Assumes full management responsibility for the development, administration and implementation of comprehensive economic development programs and activities including business development, assistance programs and the City's various incentive zones.

Develops and directs both short term and long term economic plans, programs, and activities to encourage the retention, expansion and location of economic activity; coordinates marketing plans to maximize business development potential and makes presentations about the Fresno economy and economic opportunities.

Develops and implements new policies, procedures and programs in order to improve operations or to bring the City into conformance with new regulations and laws; establishes and monitors program goals, objectives and priorities.

Meets with a wide variety of groups, organizations, developers, existing and potential business owners, other City departments, City officials and government agencies regarding projects, business locations and coordination of projects or programs; advises City officials on development activities.

Prepares, manages and coordinates the development of the program's budget and fiscal administration; prepares forecasts of necessary funds for staffing, materials and supplies; presents, justifies and defends programs, operations and activities; monitors and approves expenditures.

Monitors local, state and federal legislation and regulations relating to economic development and report findings and trends to the City Manager.

Prepares, writes and administers grant applications related to economic development.

Performs related duties as required.

JOB RELATED AND ESSENTIAL QUALIFICATIONS

Knowledge of:

Principles and practices of public administration including governmental operations, budget and fiscal administration, city charter provisions, ordinances, local, state and federal laws.

Current principles, practices, and techniques of economic development including economic trends in international, national, state regional, and local economies, business development, incentive zones, redevelopment and local government financial incentives for business and marketing.

Principles and methods involved in the development and implementation of a comprehensive economic development program including development and administration of sound goals, objectives, policies and methods for evaluating achievement and performance levels.

Skill to:

Operate modern office equipment including computer equipment.

Operate a motor vehicle safely.

Ability to:

Prepare clear, concise and competent reports, correspondence and other written materials and make clear oral presentations.

Report summaries and analyses of information and to justify controversial recommendations or findings; exercise sound administrative judgment and

initiative in the development of new methods and procedures and in the solution of difficult problems.

Direct and evaluate the work of assigned supervisory and non-supervisory personnel; supervise, train and motivate personnel; facilitate group participation and consensus building.

Establish and maintain positive working relationships with representatives of community organizations, state/local agencies and associations, City management and staff, and the public.

Prepare and defend an annual budget for economic development programs and to manage them within the parameters of the adopted budget.

MINIMUM QUALIFICATIONS

Bachelor's degree from an accredited college or university with major course work in urban or regional planning, economics, public administration, business administration, or closely related field.

AND

Five years of responsible experience in real estate development, economic development, redevelopment, planning, incentive zone designations or innovative business development programs. Additional qualifying experience may be substituted for the required education on a year for year basis, up to a maximum of two (2) years.

Special Requirement(s):

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

APPROVED: (Signature on File)
Director of Personnel Services

DATE: 8/27/2019

Original APG/JC/RLR: 10/20/2003
Revised JTC/SCM/EK 08/27/2019