

COMMUNITY & ECONOMIC DEVELOPMENT DIRECTOR

DEFINITION

Under direction of the City Manager or his/her designee, develops, plans, organizes, manages, and provides administrative direction and oversight to all functions and activities of the Community & Economic Development Services Department. Directs and administers the economic development, city planning, and building permitting operations and activities of the City, which include economic development programs and projects; current, advanced, and environmental planning; building plan check, permitting, inspection, and historic preservation activities. Coordinates assigned activities with other City departments, officials, outside agencies, and the public; fosters cooperative working relationships among City departments and with intergovernmental and regulatory agencies and various public and private groups; provides highly responsible and complex professional assistance to the Assistant City Manager in areas of expertise; and performs related work as required.

SUPERVISION RECEIVED AND EXERCISED

Receives administrative direction from the Assistant City Manager. The work provides for a wide variety of independent decision-making, within legal and general policy and regulatory guidelines. Exercises general direction and supervision over professional, technical, and administrative support staff.

CLASS CHARACTERISTICS

This is a department director classification that oversees, directs, and participates in all activities of the Community & Economic Development Services Department, including economic development, planning, and building functions. The incumbent will develop and administer departmental policies, procedures, and services. Successful performance of the work requires knowledge of public policy, municipal functions and activities, including the role of an elected City Council, and the ability to develop, oversee, and implement projects and programs in a variety of areas. Responsibilities include coordinating the activities of the department with those of other departments and outside agencies. The incumbent is accountable for accomplishing departmental and City goals and objectives within general policy guidelines and is expected to have strong interpersonal skills, strong experience in economic and community development, and the ability to build regional partnerships.

EXAMPLES OF ESSENTIAL FUNCTIONS (Illustrative Only)

Management reserves the right to add, modify, change, or rescind the work assignments of different positions and to make reasonable accommodations where appropriate so that qualified employees can perform the essential functions of the job.

Assumes full management responsibility for all Community & Economic Development Services Department programs, services, and activities, including economic development; current, advanced, and environmental planning; building plan check, permitting, inspection, historic preservation, and code compliance activities.

Directs, and coordinates the implementation of goals, objectives, policies, procedures, and work standards for the department; establishes, within City policy, appropriate budget, service, and staffing levels.

Develops and implements policies aimed at business retention and recruitment programs; markets, promotes and facilitates business attraction and retention efforts, including preparation of press releases; seeks and applies for grants and other funding opportunities to enhance, promote and support economic development efforts; assures compliance of all activities with City goals and objectives, state and federal laws, and City policies and procedures.

Advances, recommends, implements, and oversees highly complex planning programs and activities in the areas of land use, transportation, natural resources, parks and open spaces, zone changes, conditional use permits, variances, and other discretionary cases; designs and conducts studies to develop policies, plans, and codes.

Manages and participates in the development and administration of the department's annual budget; directs the forecast of additional funds needed for staffing, equipment, materials, and supplies; directs the monitoring of and approves expenditures; directs and implements adjustments as necessary.

Selects, trains, motivates, and directs department personnel; evaluates and reviews work for acceptability and conformance with department standards, including program and project priorities and performance evaluations; works with employees on performance issues; implements discipline and termination procedures; responds to staff questions and concerns.

Contributes to the overall quality of the department's service by developing, reviewing, and implementing policies and procedures to meet legal requirements and City needs; continuously monitors and evaluates the efficiency and effectiveness of service delivery methods and procedures; assesses and monitors the distribution of work, support systems, and internal reporting relationships; identifies opportunities for improvement; directs the implementation of change.

Provides highly complex staff assistance to the City Manager and Assistant City Manager; develops and reviews staff reports related to Department activities, projects, and services; presents reports to and advises the City Council, Planning Commission, and other commissions, committees, and boards related to a wide variety of planning, zoning, and building-related matters; performs a variety of public relations and outreach work related to assigned activities.

Interprets and advises staff and governing bodies on the broad range of regulatory standards applicable to the Economic & Community Development Services Department operations and activities including the California Environmental Quality Act, State of California Planning Law, State Subdivision Map Act, San Pablo Municipal and Zoning Codes, and other laws, codes, and ordinances; resolves difficult problems involving code interpretation beyond the ability or authority of professional planning staff.

Serves as staff liaison to the Planning Commission including identifying items that require Commission review and making presentations to the Commission on the same.

Assumes responsibility for the update of the Community & Economic Development Services portion of the City's fee schedule.

Serves as source of information for developers, engineers, property owners, contractors, and other interested parties regarding land use applications and general municipal planning programs, projects, and functions.

Negotiates, administers, and manages contracts for services including development of the scope of services and overall management for project budgets, deliverables, and timelines.

Conducts a variety of organizational studies, investigations, and operational studies; recommends modifications to programs, policies, and procedures, as appropriate.

Attends and participates in professional group meetings; stays abreast of new trends and innovations applicable to the department; researches emerging products and enhancements and their applicability to City needs.

Monitors changes in regulations and technology that may affect operations; implements policy and procedural changes after approval.

Receives, investigates, and responds to problems and complaints in a professional manner; identifies and reports findings and takes necessary corrective action.

Assists the Assistant City Manager with special projects, as needed.

Performs other duties as assigned.

QUALIFICATIONS

Knowledge of:

- Administrative principles and practices, including goal setting, program development, implementation, and evaluation, and supervision of staff, either directly or through subordinate levels of supervision.
- Public agency budget development, contract administration, City-wide administrative practices, and general principles of risk management related to the functions of the assigned area.
- Organizational and management practices as applied to the analysis and evaluation of projects, programs, policies, procedures, and operational needs; principles and practices of municipal government administration.
- Theories, principles, and contents of municipal, zoning, subdivision, and urban planning codes, regulations, natural resource protection, and environmental laws.
- Principles, practices and methods related to economic development and related programs; programs and methods for improving the economic development climate; current economic trends in national, state, regional and local economies; statistical and analytical techniques applicable to economic analysis.
- Principles, practices, and procedures related to city and regional planning, development, and zoning administration.
- Principles and techniques of conducting site planning, architectural review, subdivision design, land use, and other analytical studies, evaluating alternatives, and making sound recommendations.
- Methods, materials, and techniques used in the planning of projects, including land use, transportation, natural resources, parks, and historic preservation.
- Geographic, socio-economic, transportation, political, and other elements related to city planning.

- Applicable Federal, State, and local laws, rules, regulations, ordinances, and organizational policies and procedures relevant to assigned area of responsibility.
- Principles and practices of employee supervision, including work planning, assignment, review and evaluation, and the training of staff in work procedures.
- Technical, legal, financial, and public relations problems associated with the management of development services programs.
- Methods and techniques for the development of presentations, contract negotiations, business correspondence, and information distribution; research and reporting methods, techniques, and procedures.
- Record keeping principles and procedures.
- Modern office practices, methods, and computer equipment and applications related to the work.
- English usage, grammar, spelling, vocabulary, and punctuation.
- Techniques for effectively representing the City in contacts with governmental agencies, community groups, and various business, professional, educational, regulatory, and legislative organizations.
- Techniques for providing a high level of customer service by effectively dealing with the public, vendors, contractors, and City staff.

Ability to:

- Develop and implement goals, objectives, policies, procedures, work standards, and internal controls for the department and assigned program areas.
- Provide administrative and professional leadership and direction for the department and the City.
- Prepare and administer large and complex budgets; allocate limited resources in a cost effective manner.
- Interpret, apply, explain, and ensure compliance with applicable Federal, State, and local laws, rules, regulations, policies, and procedures.
- Plan, organize, direct, and coordinate the work of management, supervisory, professional, and technical personnel; delegate authority and responsibility.
- Select, train, motivate, and evaluate the work of staff and train staff in work procedures.
- Research, analyze, and evaluate new service delivery methods, procedures, and techniques.
- Effectively administer special projects with contractual agreements and ensure compliance with stipulations; effectively administer a variety of development services programs and administrative activities.
- Conduct effective negotiations and effectively represent the City and the department in meetings with governmental agencies, contractors, vendors, and various businesses, professional, regulatory, and legislative organizations.
- Prepare clear and concise reports, correspondence, policies, procedures, and other written materials.
- Conduct complex research projects, evaluate alternatives, make sound recommendations, and prepare effective technical staff reports.
- Establish and maintain a variety of filing, record-keeping, and tracking systems.
- Organize and prioritize a variety of projects and multiple tasks in an effective and timely manner; organize own work, set priorities, and meet critical time deadlines.

- Operate office equipment and computer applications related to the work.
- Use English effectively to communicate in person, over the telephone, and in writing.
- Use tact, initiative, prudence, and independent judgment within general policy, procedural, and legal guidelines.
- Establish, maintain, and foster positive and effective working relationships with those contacted in the course of work.

EDUCATION AND EXPERIENCE:

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:

Education

Equivalent to graduation from a four-year college or university with major coursework in urban planning, public administration, economics, architecture, environmental design, civil engineering, business administration, or a related field (a Master's Degree is preferred); and,

Experience

A minimum of five years of extensive, progressively responsible administrative and supervisory experience in management or administration, preferably involving a centralized planning /economic development function as found in a city, county or special district.

Licenses and Certifications:

Must possess a valid California Class C driver license and have a satisfactory driving record.

Possession of an American Institute of Certified Planners certificate is desirable.

PHYSICAL DEMANDS

Must possess mobility to work in a standard office setting and use standard office equipment, including a computer; to inspect various construction sites; to operate a motor vehicle and to visit various meeting sites; vision to read printed materials and a computer screen; and hearing and speech to communicate in person, before groups, and over the telephone. This is primarily a sedentary office classification, although the job involves field inspection work requiring walking at inspection sites to monitor performance and to identify problems or hazards; standing and walking between work areas may be required. Finger dexterity is needed to access, enter, and retrieve data using a computer keyboard or calculator and to operate standard office equipment. Positions in this classification occasionally bend, stoop, kneel, reach, push, and pull drawers open and closed to retrieve and file information.

ENVIRONMENTAL ELEMENTS

Employees work primarily in an office environment with moderate noise levels and controlled temperature conditions; but may occasionally be exposed to loud noise levels, cold and hot temperatures, inclement weather conditions, road hazards, vibration, mechanical and/or electrical hazards, and hazardous physical substances and fumes when field work is required. Employees may interact with upset staff and/or public and private representatives in interpreting and enforcing departmental policies and procedures.