

City of Milpitas

*is seeking an innovative, results oriented
proven leader to serve as*

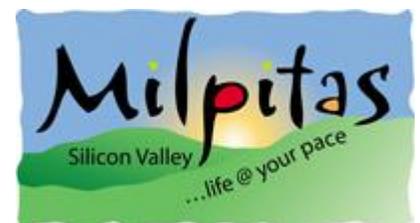
Economic Development Manager



Annual Salary \$116,021 - \$150,897



City of Milpitas
Human Resources Department
455 E. Calaveras Blvd.
Milpitas, CA 95035-5411



THE COMMUNITY

Located at the southern tip of the San Francisco Bay, the City of Milpitas is a progressive community that is an integral part of the high tech Silicon Valley. With a diversified resident population of 70,817, Milpitas features quality schools, conveniently located neighborhood parks and shopping centers.



Milpitas is an affluent and well-educated community with an average household income of \$98,979. More than 65% of Milpitas households have an annual income that exceeds \$75,000. The homeownership rate is close to 70% with a median home value of \$745,000. Milpitas' housing market remains affordable relative to the majority of Santa Clara County.

Milpitas is often called the "Crossroads of Silicon Valley" with most of its 13.63 square miles of land situated between two major freeways (I-880 and I-680), State Route 237, and a County expressway. A new light rail line opened for service in 2004 and an extension of BART including a major multi-modal station is currently under construction. There are approximately 1,790 acres, or 2.9 square miles, designated for various

industrial uses. About 271 acres are vacant and available in parcels ranging from ½ acre to 75 acres. There are eight existing industrial parks and 550 manufacturing plants in Milpitas.

An additional 350 acres are dedicated to regional and community retail centers supporting 3.5 million square feet of commercial shops. The Great Mall of the Bay Area is the largest enclosed mall in Northern California, with approximately 1.1 million square feet of leasable space for retail and entertainment operations.

The two largest employers in Milpitas are Cisco Systems and Lifescan, Inc., with over 2,500 employees each. Other major employers are Solectron Corporation; LSI Logic Corporation; Linear Technology; KLA-Tencor Corporation; Maxtor Corporation; Xicor, Inc.; Seagate Technology, Flextronics and SanDisk. Several of these top employers have made the City of Milpitas their corporate headquarters as well. Given the City's desirable location for high-tech industry, the daytime population of Milpitas doubles to 130,000.

THE POSITION

Under general direction, the Economic Development Manager plans, organizes, directs, and coordinates revitalization activities with other divisions and departments of an economic development program directed to the long-term economic success of Milpitas and the enhancement of City's overall economic health and the revenue stream; evaluates and assesses the local and regional economy and the economic trends; develops programs to attract new businesses to the City and retain existing businesses; develops and implements an economic strategy that will become an integral part of the City organization and services; and provides highly-responsible assistance to the City Manager.



EXAMPLES OF DUTIES

- Manages the development, implementation and evaluation of economic development program goals, objectives, policies, priorities, and procedures.
- Manages, oversees, coordinates, reviews, and participates in the City's economic development activities including business development and retention, economic development, revitalization, land use planning, mixed-use development, marketing and branding, and real estate economics.
- Directs, oversees, and participates in the development of the economic development work plan; assigns work activities, project, and programs; monitors work flow; and reviews and evaluates work products, methods, and procedures of assigned staff or of professional development consultants, e.g. attorneys, appraisers, brokers and corporate real estate specialists.
- Prepares and analyzes economic data/reports to determine economic feasibility or potential of specific development, or land use proposals.
- Coordinates with other agencies and organizations on regional economic development activities, and decides plans to attract businesses and identified clusters, corporate headquarters, and suppliers.
- Prepares an economic development operating budget; assists in budget implementation; participates in the forecast of additional funds needed for staffing, equipment, materials, contract services, and supplies; and administers approved budget.
- Monitors and serves as the staff liaison to the Economic Development Commission
- Advises the City Manager and Assistant City Manager on economic development activities, including business assistance, business attraction and retention, employment generation and retention, commercial project development and neighborhood commercial revitalization.
- Prepares comprehensive written reports and verbal presentations for consideration and action of the City Council, other departments, City boards and commissions as well as to other public agencies or interested parties.

Example of Duties, cont.

- Develops and implements a marketing program; prepares and maintains a City web page featuring demographic, market and vacant land database, related GIS land use data; coordinates the development of marketing materials; and coordinates special events for the business community.

DISTINGUISHING CHARACTERISTICS

This management position is responsible for administration of the City's overall economic growth and revenue stream. The incumbent receives general direction from the City Manager or designee. May exercise technical and functional supervision over professional, technical and clerical staff.

IDEAL CANDIDATE

The ideal candidate for this position should demonstrate the knowledge of and ability to:

Knowledge of:

- Pertinent local, state, and federal laws, rules regulations and procedures related to economic development.
- Public Administration, organization, budget, and personnel management principles.
- Principles, practices and issues of local land use planning, asset management, economic development, redevelopment/successor agencies, marketing and branding, and real estate economics.
- Principles and practices of policy development and implementation, business outreach, report writing and grant writing.
- Statistics and business mathematics applicable to economic analysis and principles, economic and market forces and indicators, budgetary methods and procedures, and economic performance measures.
- Principles and practices of public information, marketing, branding, and promotional techniques used in the economic development area.

Ability to:

- Plan, organize, direct and implement a comprehensive economic/job development program, including a proactive outreach and communication program which projects a positive image of the City.
- Organize work, set priorities and exercise sound independent judgment within established guidelines, including using creative ways to solve issues. Interpret and explain division policies and procedures; conduct and apply complex rules and regulations, laws and ordinances pertaining to economic analysis.
- Establish and maintain effective working relationships in a highly visible position with elected officials, department managers, business leaders, financial institutions, and diverse citizens groups.
- Negotiate and manage professional consulting agreements.
- Communicate clearly and concisely, both verbally and in writing, fundamental technical economic development information to the elected officials, department managers, business communities and the general public
- Establish and maintain a positive customer service attitude and effective working relationships with internal and external customers contacted in the course of work.
- Develop and maintain an operating budget.



SPECIAL REQUIREMENTS

Essential duties require the following physical abilities and work environment:

Ability to work in a standard office environment; repetitive keyboarding; ability to attend night meetings; able to travel to various locations within and outside the City of Milpitas.

QUALIFICATIONS

The successful candidate must have a Bachelor's degree from an accredited college or university with major course work in Public or Business Administration, Planning or Economics, Finance or a related field. **Experience:** Five years of progressive economic development experience with a track record of developing and implementing business attraction and retention programs and increasingly responsible experience in real estate financing, redevelopment/successor agencies, marketing, branding, and planning. **License:** Possession of, or ability to obtain and maintain a valid Class C California driver's license or the equivalent.

COMPENSATION

The salary for this position will be dependent upon the qualifications and experience of the selected candidate. The salary range is \$116,021 - \$150,897 annually. The City provides an excellent array of benefits that includes the following:

- Contributory Retirement Plan - New Hire Employee pays 6.25% or 7% employee contribution.
- Retirement - In compliance with AB340, CalPERS retirement formula is either 2% at age 62, or 2% at age 60, depending on the individual's eligibility.
- Vacation - 16 days per year to a maximum of 36 days per year.
- Management Incentive (MIP) – accrual of 5 hours of Management Leave each pay period
- Sick – 12 days per year
- Holidays – 13 days per year
- Health Insurance – Multiple plans
- Dental and Vision – City paid.
- Life insurance - City paid \$50,000 life insurance. Long and short-term disability coverage.
- 457 (b) Deferred Compensation Plan - \$900 a year, City paid.
- Tax deferred medical and dependent savings plans
- Flexible Spending - Pre-tax medical and dependent day care expense accounts

SELECTION PROCESS

Applicants whose qualifications best meet our current needs will be invited to participate in the selection process that may consist of an assessment of the candidate's written skills, computer skills, and an oral board interview. Candidates who successfully pass the selection process will be placed on an eligibility list. All candidates will be advised of their status once a finalist has been selected.

TO APPLY

Only online applications via CalOpps will be accepted. Visit the City of Milpitas website at www.ci.milpitas.ca.gov or www.calopps.org to apply. Copies of required certificates (if applicable), must be scanned into one document, along with a resume, and attached to your application which must be received by the filing date of: **5:00p.m., Friday, September 5, 2014.**

A complete job description is available on the City of Milpitas website: www.ci.milpitas.ca.gov (under Employment, Job Specs) or from Human Resources - (408) 586-3090.

The City reserves the right to close or re-open the recruitment at any time. Incomplete and/or inaccurate application materials may result in disqualification from the recruitment process

The City of Milpitas is an Equal Opportunity/ADA employer. Reasonable accommodation in the application, examination, and selection process will be made upon request to Human Resources at (408) 586-3090.

The information contained in this announcement does not constitute either an expressed or implied contract and these provisions are subject to change.

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