

CITY OF MILPITAS  
Effective: 07/01/00  
Revised: 03/01/05; 08/12/14  
EEOC: Admin  
FLSA: Exempt  
Unit: Unrepresented  
Physical: 6

## **ECONOMIC DEVELOPMENT MANAGER**

### **DEFINITION**

This is a management and leadership position under general direction, plans, organizes, directs, and coordinates revitalization activities with other division and departments of an economic development program directed to the long-term economic success of Milpitas and the enhancement of the 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.

### **DISTINGUISHING CHARACTERICS:**

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 direct supervision over assigned professional, technical and clerical personnel.

### **EXAMPLES OF DUTIES** - *Duties may include, but are not limited to the following:*

- 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, projects, 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.
- Develops and implements strategies to assist with business growth and expansion; responds to inquiries concerning industrial and commercial development opportunities.
- 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.
- Manages the acquisition and disposition of real property for the City and Redevelopment/Successor agencies.
- Represents the City and maintains liaison for economic development activities with outside agencies including Chamber of Commerce, private corporations, regional agencies, organizations, real estate and commercial brokers, local businesses, and other interested parties.
- 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 or cause to be prepared public information materials concerning development activities and projects; and maintains positive press relations.
- Provides or coordinates staff or Citywide training on economic development programs and activities.
- 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.
- Researches and prepares grants and proposals related to economic development and job development activities.
- Monitors and serves as staff liaison to local workforce development service provider.
- Serves as the Staff Liaison to Economic Development Commission and performs other related duties as assigned.

## **MINIMUM QUALIFICATIONS**

### **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 service agreements.
- Communicate clearly and concisely, both verbally and in writing, fundamental technical economic development information to the elected official, 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.

**EDUCATION AND EXPERIENCE**

**Education:** A Bachelors degree from an accredited college or university with major course work in Public or Business Administration, Planning or Urban 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 and branding, and planning

**LICENSE**

Possession of, or ability to obtain and maintain a valid Class C California driver's license or the equivalent.

**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.

Approved:

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City Manager

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Date

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Human Resources Director

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Date