



ECONOMIC DEVELOPMENT DIRECTOR

City of Milpitas

Effective: 11/2016
EEOC: Administration
FLSA: Exempt
Unit: Unrepresented
Physical: 1

DEFINITION

The Economic Development Director is a management and leadership position under general direction, plans, organizes, directs, and coordinates all economic development programs affecting the City of Milpitas. Coordinates revitalization activities with other divisions and departments to enhance the City's overall economic health, revenue stream, and long-term success. Evaluates and assess 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 provides highly-responsible assistance to the City Manager.

DISTINGUISHING CHARACTERISTICS

The Director of the Economic Development is a department head classification appointed by and reporting directly to the City Manager. The Economic Development Director serves as a member of the Executive Management Team and is responsible for the planning, administration, and operation of the Economic Development Division within the City Manager's Office. The Economic Development Director has management responsibilities over the program and support staff.

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

- Directs and implements division goals, objectives, policies and procedures.
- Directs the development, implementation and evaluation of economic development program goals, objectives, policies, priorities, and procedures.
- Directs, oversees, coordinates, reviews, and participates in the City's economic development activities including business development and retention, economic development, revitalization, land-use, mixed-use development, marketing and branding, and real estate economics.
- May appoint personnel; coordinate staff training; conduct performance evaluation; implement discipline procedures as required; maintain discipline and high standards necessary for the efficient and professional operation of the Economic Development Division.
- 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, ad 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 implements plans to attract businesses.
- 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 an economic development webpage featuring demographic, market and vacant land database, related GIS land use data; Coordinates the development of marketing materials and directs special events for the business community.
- Represents the City and maintains liaisons for economic development activities with outside agencies including Chamber of Commerce, private corporations, regional agencies, organizations, real estate, development, and commercial brokers, and other interested parties.
- Advises the City Manager on economic development activities, including business assistance, land use, business attraction and retention, employment generation and retention policies, 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, development process, 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.
- Represents the division and the City Manager's Office to outside agencies and organizations; participates in outside community and professional groups and committees; provides technical assistance as necessary.
- Researches and prepares grants, awards, proposals related to economic development programs.
- Monitors and serves as staff liaison to local workforce development service provider.
- Serves as the staff liaison to Economic Development Commission.
- Performs related duties as assigned

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, marketing and branding, and real estate economics.

- Principles and practices of policy development and implementation, business outreach, report 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 business 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 officials, department managers, business communities and the general public.
- Establish and maintain a positive customer service attitude and effective working relationship with internal and external customers contacted in the course of work.
- Develop and maintain an operating budget.

EXPERIENCE AND EDUCATION

Any combination of experience and education that would likely provide the required knowledge and ability is qualifying. A typical way to obtain the knowledge and abilities would be:

Experience:

Five years of progressive economic development experience with a track record of developing and implementing business attraction and retention programs; real estate development; commercial property brokerage /management; and marketing and branding, and planning.

Education:

A Bachelor's degree from an accredited college or university with major course work in Public Administration, Urban Planning, Business Administration or a related field. A Master's degree is desirable.

LICENSE AND CERTIFICATES

Possession of, or ability to obtain and maintain a valid Class C California Driver's License

SPECIAL REQUIREMENTS:

Essential duties require the following physical abilities and work environment:

Ability to work in a standard office environment; ability to attend night (evening) or early morning meetings; ability to travel to various locations within and outside the City of Milpitas.

Approved by:

City Manager

Date

Human Resources Director

Date