

## Economic Development Director

### **DESCRIPTION:**

Under administrative direction is responsible to plan, coordinate, promote and manage the Economic Development Program within the Economic Development Department to encourage economic growth including public and private development projects, business outreach, recruitment and retention; and performs related duties and responsibilities as required.

### **CLASS CHARACTERISTICS:**

An incumbent possesses broad-based community and economic development experience and has demonstrated experience with regional strategic planning activities, prepared to manage large scale community planning processes, such as the General Plan update, and the opportunity to take part in a management effort to explore and potentially redesign how the City provides and funds services and manages ground breaking regional leadership initiatives.

### **ESSENTIAL FUNCTIONS:**

*These functions may not be present in all positions in this class. When a position is to be filled, the essential functions will be noted in the announcement of position availability. Management reserves the right to add, modify, change or rescind work assignments as needed.*

Assumes management responsibilities for all services and activities of economic development including attracting increased capital investments and expanding and diversifying employment opportunities; establishes and maintains a private/public partnership for positive long-term economic change.

Analyzes existing economic situations relative to business attraction and expansion; reviews modern techniques for business attraction and retention and negotiates and resolves sensitive and controversial issues; monitors program performance and periodically report status to Chief Executive Officer.

Attends and makes presentations to the City Council, commissions, civic groups and the general public on economic development issues.

Coordinates the City's economic development efforts with those of other cities and the County of Orange.

Collects, analyzes and compiles economic, market and demographic data for dissemination. Assists with the negotiation, preparation and processing of documents and implementation of such documents as depositions and development agreements, owner participation agreements, contracts, resolutions, and requests for proposals/qualifications. Analyzes current availability of space for retail, office and industrial use.

Meets, confers and provides detailed information to new businesses contemplating a relocation or expansion into Costa Mesa.

Manages the development and implementation of economic change through retention, expansion, attraction of commerce and light industry and the creation of incentive zones and lending programs.

Serves as a resource for the public, including the development community, property owners, businesses, community organizations, and the general public, negotiates and resolves significant and controversial issues; responds to and resolves difficult and sensitive citizen inquiries and complaints.

Initiates marketing strategies; oversees and manages an advertising program; seeks out and assists commercial and industrial prospects for business within the City.

**QUALIFICATIONS GUIDELINES:**

*A typical way to obtain the requisite knowledge and abilities to perform the duties and responsibilities of this classification is as follows:*

**EDUCATION, TRAINING AND/OR EXPERIENCE:**

Extensive administrative experience of at least five (5) years as a department head or top management level in a full-service municipality; experience and expertise in most facets of municipal management including budget administration, long-range planning, project administration, city planning, economic development, and executive staff supervision.

Equivalent to a Bachelor's degree from an accredited college or university with major course work in public administration, business administration, planning, engineering, or a related field. A Master's degree in a related field is preferable.

**LICENSE AND/OR CERTIFICATE:**

Possession of a valid California Class C Driver's License at time of appointment. Revocation of license during employment may result in disciplinary action or reassignment.

**REQUISITE KNOWLEDGE AND SKILL LEVELS:**

Knowledge of the principles and practices of public administration and economic development; operational characteristics, services and activities of an economic development program; management methods and techniques to analyze programs, policies and operational needs; marketing analysis and development; business law and contract development; and pertinent Federal, State and local laws, codes and regulations including the Community Development Corporations and the Small Business Administration.

**REQUISITE ABILITIES:**

Ability to supervise and perform technical research on economic and business development, planning, engineering, and housing issues as part of the planning process; recommend and implement goals and objectives for providing effective and efficient business development programs and services; provide productive input into economic development marketing plans and programs; identify, write and obtain grants; negotiate contracts, development and disposition agreements; interpret and apply federal, State and local policies, procedures, laws and regulations; communicate effectively verbally and in writing clearly and concisely with the general public, developers, attorneys, financiers, elected and appointed officials and staff at all levels of government; establish and maintain effective working relationships with city officials, other government agencies, influential citizens, and the general public.

**SUPPLEMENTAL INFORMATION:****PHYSICAL TASKS AND ENVIRONMENTAL CONDITIONS:**

Please contact Human Resources for a summary of the essential tasks and environmental factors for this classification.

Employee accommodations for physical or mental disabilities will be considered on a case-by-case basis.