



## **Economic Development Manager**

Bargaining Group: Management  
Revised Date: April 2021

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### **DEFINITION**

Under direct supervision of the City Manager plan, organize, direct, and coordinate the activities of the Economic Development Division utilizing specialized knowledge and skills to attract, retain and expand business within the City. Perform a wide variety of problem solving, management/organizational analysis, and program management for the City's economic development function. Carry out the citywide economic development strategy; provide expert professional assistance to City staff on economic development matters; select, assign, direct, and review work of staff and/or consultants; meet with a wide variety of officials, business organizations, and individuals, both public and private, concerning the work and goals of the City. Perform other duties related to financial, technical, management, administrative and budgetary work to support City economic development functions as assigned by the City Manager.

### **EQUIPMENT, METHODS & GUIDELINES**

Use and knowledge of Federal, State and local laws, statutes, regulations and procedures related to economic development. Effectively operate a personal computer, including internet, social media and use of Word, Excel, PowerPoint and Outlook programs. Use of general office equipment, telephones, FAX machines, printers, calculators, and various resource materials.

### **WORKING CONDITIONS**

Work is conducted predominantly inside. Conditions also involve some travel and frequent attendance at meetings, including some that may be conducted during evening hours. Work may also include irregular hours due to morning and night meetings and attendance of outside organization and business events.

### **PHYSICAL DEMANDS**

The work emphasizes speech, hearing and vision (including the color vision necessary to accurately interpret visual displays), as well as the manual dexterity necessary to operate computer and office equipment. The work requires the ability to communicate clearly and concisely both orally and in writing.

Physical requirements include the following:

Ability to sit for long periods of time, stoop, kneel, crouch, reach, finger, grasp, write, and perform repetitive motions.

Exerts up to 20 pounds of force occasionally and/or a negligible amount of force frequently to lift, carry, push, pull, or otherwise move objects with the human body. There may be some light physical work involved in the handling of promotional supplies, files, etc.

## **SUPERVISION RECEIVED & EXERCISED**

Receives direction from the City Manager and may exercise direct supervision of professional contract, technical and/or administrative support staff.

## **EXAMPLES OF DUTIES**

Duties may include but are not limited to the following:

- Plan, organize, direct, coordinate, and manage the City's economic development program.
- Develop and implement strategies and projects to encourage business attraction, retention and expansion.
- Assist the City Manager in developing and implementing the goals, objectives, policies and priorities for the economic development program.
- Prepare and present staff reports and information on economic development projects to the City Council
- Plan, prepare and implement marketing strategies, programs and special events that promote and expand the quality of life for both residents and businesses in the City and support economic vitality of the City.
- Participate in and manage collaborative programs of economic development with the Chamber of Commerce, business community and other public and private sector entities.
- Serve as the City's representative and primary liaison to the Pleasant Hill Tourism Improvement District (TID), including staff support for formation/renewal of the TID.
- Monitor, compile, analyze and report on various information data sources including employment, retail sales tax, business license, commercial real estate, population and demographics, hotel occupancy rates and assessed property values.
- Coordinate with other City divisions/departments on current and planned development projects.
- Exercise management and operational authority over assigned projects, services, and administration operations; maintain financial and administrative processes and records; develop recommendations for establishing and/or modifying policies and procedures.
- Monitor workflow of the Economic Development Division and review and evaluate work products, methods and procedures and make necessary recommendations to the City Manager.
- Prepare budget and forecasting for the economic development division.
- Serve as primary staff support for the City Council Economic Development Committee providing policy research and project implementation of economic development activities in the City.
- Serve as the City's primary contact with the commercial real estate brokerage community including participation at local and regional International Council of Shopping Center (ICSC) events.
- Represent the City and establish and maintain positive working relationships with representatives of community organizations, business organizations, state and local agencies and associations, city management, staff and the general public.
- Serve as the City's liaison with the property owner and manager of Downtown Pleasant Hill to coordinate and facilitate projects in the Downtown.
- Perform related duties as assigned.

## **QUALIFICATIONS**

### **Knowledge of:**

Principles and practices of economic development, including commercial real estate development, financial analysis, research methods and analysis of data related to economics, project planning and management, principles and practices of budget development and implementation, public relations and effective marketing techniques, business principles, facilitation and strategic planning. The general principles of planning, including the general plan, zoning, architectural review and building processes.

### **Ability to:**

Plan, manage, coordinate, organize and assign work of professional contract, technical and/or administrative support staff and manage assigned projects from inception to completion.

Ability to review and analyze estate and land acquisition records, reports, leases, agreements, options, deeds and contracts.

Prepare and conduct public information, marketing and community relations programs.

Handle difficult situations with tact and diplomacy and mediate problems and resolve conflicts with other City Divisions/Departments.

Establish and maintain a positive customer service oriented attitude with individuals both inside and outside the organization, City officials and other governmental organizations.

Organize work, set priorities and exercise sound judgment in keeping with citywide goals and objectives.

Communicate clearly and concisely, orally and in writing.

## **EXPERIENCE AND EDUCATION**

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

### **Experience**

Four years of progressively responsible experience in economic development or redevelopment, including at least two years managing a complex economic development or redevelopment project preferably in a City or County agency or comparable setting.

### **Education**

Equivalent to a Bachelor's degree in public administration, economics, business administration or a related field from an accredited college or university.

### **License or Certificate**

Possession of or ability to obtain an appropriate California driver's license prior to employment. Must have a satisfactory driving record.

## **FLSA STATUS**

Exempt.