

RESOLUTION NO. 2011 – 12

**A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF ROHNERT PARK
APPROVING A JOB DESCRIPTION & SALARY RANGE FOR
ECONOMIC DEVELOPMENT MANAGER**

WHEREAS, an Economic Development Plan was adopted by the City Council of Rohnert Park on August 24, 2010;

WHEREAS, an Economic Development Manager will be tasked with implementing the City's adopted Economic Development Plan and redevelopment activities;

WHEREAS, staff has developed a job description for Economic Development Manager to appropriately reflect the current needs of the City and focus of the position; and

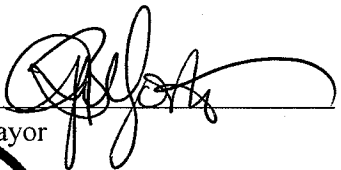
WHEREAS, staff recommends that the salary for this position be adjusted and placed at the salary range which follows:

<u>Position</u>	<u>Range</u>	<u>Monthly Salary</u>
Economic Development Manager	94M	\$7,427 - \$9,027

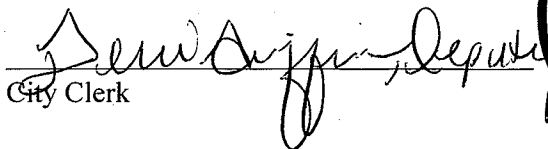
NOW, THEREFORE, BE IT RESOLVED that the City Council of the City of Rohnert Park approves the recommended job description and salary range for Economic Development Manager.

DULY AND REGULARLY ADOPTED by the City Council of the City of Rohnert Park this 8th day of February, 2011.

CITY OF ROHNERT PARK

Mayor 

ATTEST:


City Clerk



**AHANOTU: AYE CALLINAN: AYE MACKENZIE: AYE STAFFORD: AYE BELFORTE: AYE
AYES: (5) NOES: (0) ABSENT: (0) ABSTAIN: (0)**

City of Rohnert Park

ECONOMIC DEVELOPMENT MANAGER

DEFINITION

This is an “at-will” position. Under the general direction of the City Manager, the Economic Development Manager plans, directs, and coordinates the various functions of economic development for the City. The incumbent initiates, formulates, designs, coordinates, markets, implements and monitors various development projects; analyzes and identifies opportunities for additional growth; develops and actively implements economic development strategies; and serves as advisor to City officials and staff, business groups, property owners, and developers. Also performs other duties as required.

DISTINGUISHING CHARACTERISTICS

The **Economic Development Manager** has the direct responsibility for developing and implementing multi-faceted economic strategies for the community, including activities related to economic development and redevelopment.

SUPERVISION RECEIVED/EXERCISED

Administrative direction is provided by the City Manager. The Economic Development Manager may be assigned to provide direct or project-based supervision of other staff to ensure the delivery of programs and services .

ESSENTIAL JOB FUNCTIONS

(These duties are a representative sample; position assignments may vary)

- Plans, organizes, manages, and establishes priorities for the economic development and redevelopment functions and programs of the City; carries out the City’s Economic Development Plan by setting priorities, defining measurable goals and timelines for carrying out the specific activities identified in the Plan, and documenting and reporting on accomplishments; participates in the development and implementation of additional goals, objectives, and policies to assure the economic development and financial vitality of the City.
- Coordinates and participates in the work of data collection, analysis, plan formulation and implementation of a wide variety of economic development and redevelopment activities; may assign, monitor and evaluate work performance; interprets City policies and establishes work priorities, schedules and standards.
- Coordinates special studies and provides overall direction to the planning and review of economic development and redevelopment proposals; coordinates the review process with other agencies, divisions and City departments; prepares or oversees the preparation of staff reports, resolutions, research reports and other materials for presentation to the City Council, advisory bodies, and community groups or to meet state and federal requirements.
- Represents the City at public meetings and in discussions with business owners, land owners, developers and community groups regarding economic development

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Economic Development Manager
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- activities; reviews proposals to evaluate the feasibility of proposed projects and prepares or directs the preparation of reports, studies and recommendations.
- Develops and implements economic strategies for the community that promote business retention and expansion, attracts new business; serves as advocate for corporate and small business concerns, and identifies opportunities to maintain and enhance existing business relationships with the City.
- Serves as principal City liaison on redevelopment and economic development activities, to local, regional and statewide economic development and real estate organizations.
- Advises, consults, and assists in administering contracts with professional consultants retained for economic development or redevelopment program planning, and/or the preparation of related studies and reports; provides direction and oversight as needed.
- Develops and maintains systems and records that provide for proper documentation of programs and financial activity.
- Monitors and reports on the progress of the City's Economic Development Plan to the City Council, Planning Commission, special committees, and City management team.
- Responds to a variety of inquiries and complaints received from the business community.
- Prepares the program budget; establishes revenue goals, recommends and manages expenditures within the budget.
- May act as a disaster service worker in the event of a disaster or emergency.

QUALIFICATIONS

Sufficient experience, education and training in the management of complex public organizations to perform the duties of the Economic Development Manager.

Education/Training/Experience:

A typical way of obtaining the required qualifications is to possess:

- Graduation from an accredited university or college with a Bachelor's Degree in Public Administration, Business Administration, Urban Planning, or a related field. A Master's Degree in Public Administration, Business Administration, or Urban Planning is highly desirable.
- Minimum of five (5) years of increasingly responsible experience in dealing with economic development, redevelopment, urban planning and financial programs.
- Possession of an IED certificate from CALED is highly desirable.

License/Certificate:

- Possession of a Class C California driver's license by date of appointment.

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Special Requirement:

- Per California State Law, smoking is not permitted inside City facilities/vehicles or within 20 feet of main entrances, exits and operable windows.

Knowledge of:

- Marketing, real estate development, investment planning/counseling, business forecasting, business development, financial management
- Redevelopment operations, land disposition and development, general planning principles, state redevelopment laws and regulations, project scheduling, and contract administration is desirable
- Current trends in local economic development, with specific reference to redevelopment and revitalization is essential
- Practices and methods of supervision, training techniques, leadership, organizational and operational control

Skill to:

- Operate computer software programs such as Outlook, MS Word, and Excel with proficiency

Ability to:

- Analyze and interpret economic demographic and physical data pertaining to the City and apply this information to the development of comprehensive revitalization programs
- Possess excellent oral and written communication skills
- Learn and utilize new technology
- Meet deadlines
- Make presentations before public bodies and community organizations
- Establish and maintain effective relationships with City organizations
- Establish and maintain effective relationships with City officials, developers, civic groups, various agency representatives and the public
- Plan, revise and implement sound redevelopment and economic development programs for the City
- Exemplify an effective customer service attitude with the public, officials, and co-workers.

Working Conditions:

Position requires working in a standard office environment and involves sitting, standing, walking, reaching, twisting, turning, kneeling, bending, and squatting in the performance of daily activities. The position also requires grasping, repetitive hand movement, and fine coordination in writing reports using a computer keyboard. Additionally, the position requires near, far, and color vision in reading plans, reports,

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using the computer and surveying land use areas; hearing is required when interacting with the public and City employees. The incumbent also must be available to be called for local emergencies, attending meetings in various other cities, work irregular or extended hours to attend various meetings, and work with constant interruptions.

FLSA Status:	Exempt, At Will
Employee Unit:	Management
Approved By:	City Council
Date Approved:	February 8, 2011