

## **Economic Development Manager**

### **DEFINITION:**

Under general direction, implements and executes the City's economic development goals. Works with developers and property owners on potential opportunity sites, assist applicants and businesses in their dealings with the City. Serves as a liaison with economic development non-profit, and business groups to retain and attract businesses and services in Foster City. The position plays a key role in maintaining and expanding a healthy local economy and City tax base in keeping with the City's social, environmental, and economic imperatives.

### **DISTINGUISHING CHARACTERISTICS, FEATURES, REQUIREMENTS:**

This is a management position that performs highly professional duties and is responsible for complex administrative, analytical, and technical work to support the activities of the City Manager's Office.

### **SUPERVISION EXERCISED AND RECEIVED:**

Receives general supervision and assignments from the City Manager or designee. Exercises direct supervision over assigned division staff as appropriate.

### **IMPORTANT AND ESSENTIAL DUTIES:**

The duties of this position include, but are not limited to, the following:

- Assist the City Manager or designee in developing and implementing the goals, objectives, policies, and priorities for the economic development.
- 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, non-profit, and private entities.
- Represent the City and establish and maintain positive working relationships with representatives of community organizations, non-profits, business organizations, state and local agencies and associations, city management, staff, and the general public.
- Develop and implement communication and customer service programs with the business, real estate, and development communities to ensure a healthy economic and fiscal base in the City of Foster City.
- Work to develop a business-friendly climate in the City and organize and assist in developing processes which are responsive to the needs of the business community.
- Work with major employers, technology start-ups, and other businesses to develop and implement specific business attraction, expansion, and retention programs.

- Serve as a representative for business interests on policy issues impacting the business community.
- Work with non-profit community to retain and expand the range of service organizations that promote the quality of place for foster city, its residents and business community.
- Support Foster City's commitment to "Sustainable Foster City" and the tenants of Social, Economic and Environmental stewardship.
- Exercise management and operational authority over assigned projects, services, and administration operations; maintain financial and administrative processes and records, development recommendations for establishing and/or modifying policies and procedures.
- Prepare and administer the budget for assigned functional area.
- Monitor the City's performance in meeting business needs.
- Prepare an action plan to implement a strategy to achieve the City's economic goals for a healthy and sustainable economy including proactive strategies to attract new businesses.
- Gather and analyze data related to the economic climate in the City and region and prepare data for dissemination to the governing bodies, media and public.
- 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.
- Works closely in partnership with the Community Development Department, Public Works Department and Recreation to develop and implement the various programs, policies, and strategies.
- Coordinate with other city departments on current and planned development projects.
- Seek out opportunities to collaborate with corporate partners and other public agencies, such as our school districts, to advance the City's interest and ability to serve our residents and business community.
- Prepare and present staff reports and information on economic development projects to City Council and other agencies as required.
- Support and attend committee, ad-hoc, or other community groups that advance the city's priorities as they relate to economic development and partnership.
- Coordinate grant administration and approval process
- Perform other duties as assigned.

## **JOB RELATED QUALIFICATIONS:**

Knowledge, Skills and Abilities:

### **Knowledge of:**

- Principles, issues, and practices of public administration and economic development.
- Local land use development practices and policies
- Federal, State, and local laws dealing with economic development, public land acquisition, and redevelopment.
- Federal, State, and local programs and resources for economic development and business assistance.
- Joint public and private sector approaches and techniques to stimulate economic activity in urban areas
- Financing techniques for real estate, business, and industrial development
- Private economic development institutions, including real estate, land development and private financial institutions.
- Marketing and promotional techniques.
- Principles of organization, administration, budget, and personnel management.
- Grant and contract administration principles and techniques.

### **Ability to:**

- Identify community and economic development needs.
- Plan, organize and coordinate complex studies, programs and projects.
- Interpret and apply federal and state regulations.
- Communicate clearly and concisely, orally and in writing.
- Train and evaluate the work of staff in a manner conducive to independent judgment, high performance, and personal accountability.
- Interpret and explain laws and regulations related to zoning regulations, land acquisition, and economic development.
- Research proposals, evaluate alternatives, and make sound recommendations within established policy guidelines.
- Effectively represent the City to the business community and public.

- Research and communicate economic trends, including vacancy rates, lease rates, and land values.
- Establish and maintain effective working relationships.
- Coordinate multiple projects and meet critical deadlines.

### **EDUCATION AND EXPERIENCE:**

**Experience and Training Guidelines:** Any combination of experience and training will qualify if it provides for the required knowledge and abilities.

**Experience:** Four years of increasingly responsible professional experience in economic development, business or planning. Experience working in or with the public sector desirable.

**Education:** Equivalent to a bachelor's degree from an accredited college or university with major course work in public administration, business, planning economics, or a related field. Master's degree in public administration, business or related field is desirable.

### **LICENSES, CERTIFICATES, REGISTRATION:**

License: A valid California Driver's License is required.