



Class Code: 118  
WP Code: Econ Dev Mgr  
Established: 10/16  
Revised: \_\_\_\_\_  
EEO Code: PROF

## CLASS SPECIFICATION

City of Newark, California

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### Economic Development Manager

**DEFINITION:** Under general direction from the Community Development Director, performs complex professional level assignments for the Community Development Department involving research, design, implementation, and monitoring of programs encouraging economic development in the City of Newark. Work includes but is not limited to developing and administering plans and programs related to commercial and industrial business attraction, retention and expansion; marketing; basic financial and economic analysis; branding and event coordination; and other duties related to the administration of programs and projects, as well as related work as assigned.

Reports to the Community Development Director and is expected to work independently and with minimal supervision. May exercise indirect supervision of consultants, support, technical and professional staff.

**DISTINGUISHING CHARACTERISTICS:** This class performs a variety of professional, administrative duties in managing the City's economic development program. The incumbent in this class will be expected to develop a close relationship with other City officials and with other governmental, civic and business groups.

**EXAMPLES OF ESSENTIAL DUTIES:** Duties may include but are not limited to the following:

Administer economic development projects and programs from conception, design, budget development, implementation, and general financial overview, to final effectiveness evaluation.

Act as liaison between developers and businesses in the evaluation of real estate developments, and landlords/brokers and potential tenants in pursuing leasing of commercial vacancies.

Plan, schedule and coordinate real estate, marketing, site development, and business development programs, including developing marketing strategy and materials and preparing public information materials.

Utilize social media to promote the community.

In consultation with the City Attorney, assist in the resolution of legal, financial, environmental and technical real estate issues involved in development projects and commercial leasing opportunities.

Encourage and facilitate development by communicating with citizens groups, individuals, and public and private organizations.

Conduct field investigations of development sites.

## **Economic Development Manager**

Collect, compile, organize, and analyze data for use in economic development programs and development objectives.

Prepare comprehensive reports, proposals, and studies related to economic development opportunities and implementation activities.

Represent the City at a wide variety of community meetings.

Make written and verbal presentations to the City Council, Planning Commission, outside organizations and community meetings.

Monitor legislation related to economic development and make recommendations concerning policy and procedural improvements.

Develop contracts, retain and coordinate the work of engineers, appraisers, architects, etc. for economic development projects.

Identify and prepare applications for grants and other outside funding sources.

Perform other related duties as assigned.

### **MINIMUM QUALIFICATIONS**

#### **Knowledge of (at entry):**

Economic development programs and principles including business recruitment, expansion and retention, demographic research, and basic analysis of market conditions and public relations.

Retail recruitment strategies.

Real estate principles, the development process, and project management.

Marketing and promotional practices and strategies, especially related to municipal and community promotions.

Federal, state, and other resources for economic development and business assistance.

Computer applications related to the work.

Techniques for effectively representing the City with governmental agencies, community groups, business, professional and regulatory bodies and with property owners, developers, contractors and the general public.

## **Economic Development Manager**

### Ability to (at entry):

Administer complex current and advanced economic development activities in an independent and effective manner.

Effectively apply the principles of economic development to projects and programs.

Effectively manage project assignments, operate within budget allocations, meet deadlines, and hire and manage consultants.

Write clearly and concisely for a variety of audiences, communicate effectively orally, prepare public presentations for a variety of audiences in the business community, including the Chamber of Commerce.

Establish effective relationships with those contacted in the course of work.

Develop and maintain administrative databases, and work with graphics design software.

Effective use of spreadsheets, developing PowerPoint presentations, and generating maps and information from other data sources.

Communicate clearly and concisely, orally and in writing.

Skill in public and interpersonal relations in a group setting or in a one-to-one situation.

Effectively represent the department and the City in meetings with governmental agencies, community groups and various business, professional and regulatory organizations, and in meetings with individuals.

Communicate effectively with officials, co-workers, subordinates, the general public, representatives of organizations and others sufficient to exchange or convey information and receive work direction.

### Experience and Training

Sufficient education and experience to satisfactorily perform the duties of this classification. A typical qualifying background would be:

#### Experience

Two (2) years of experience in economic development, real estate, marketing or planning. Graduate degree in an appropriate field may be substituted for one (1) year of experience.

#### Training

Equivalent to a Bachelor's degree in Economics, Public Administration, Marketing or Planning.

## **Economic Development Manager**

### License or Certificate

Must possess and maintain a valid Class C California driver's license and a satisfactory driving record.

### Physical Requirements and Working Conditions

Must possess mobility to work in a standard office setting and to use standard office equipment, including a computer, and to attend meetings days and evening, at various sites within and away from the City and to inspect various work, building or construction sites; strength to lift and carry materials and equipment up to 25 pounds.

**Probationary Period:** 12 Months

**FLSA:** Exempt