

ECONOMIC DEVELOPMENT DIRECTOR

Class Definition

Under general administrative direction, plans, organizes, directs and provides overall guidance and coordination to all economic development plans, programs and services both commercial and industrial, affecting the City.

Distinguishing Characteristics

The Economic Development Director is responsible for directing the activities of the Department of Economic Development. Carries out citywide economic development and redevelopment strategies including attracting new businesses, monitoring business activity, developing ways to retain current businesses and assisting in their development and growth. This is an unclassified position in which the incumbent serves at the will of the City Manager.

Typical Duties

(May include but are not limited to the following.)

Assumes full management responsibility for the development, administration and implementation of comprehensive economic development programs and activities including business development, assistance programs and the city's various incentive zones.

Develops and directs both short term and long term economic plans, programs, and activities to encourage the retention, expansion, and location of economic activity; coordinates marketing plans to maximize business development potential and makes presentations about the Fresno economy and economic opportunities.

Develops and implements new policies, procedures and programs, in order to improve operations or to bring the department into conformance with new regulations and laws; establishes and monitors department goals, objectives, and priorities.

Meets with a wide variety of groups, organizations, developers, existing and potential businesses owners, other City departments, City officials, and government agencies regarding projects, business locations, and coordination of projects or programs; advises City officials on development activities.

Prepares, manages and coordinates the development of the department's budget and fiscal administration; prepares forecasts of necessary funds for staffing, materials and supplies; presents, justifies and defends programs, operations and activities; monitors and approves expenditures.

Monitors local, state, and federal legislation and regulations relating to economic development and report findings and trends to the City Manager.

Prepares, writes and administers grant applications related to economic development.

Performs related duties as required.

Economic Development Director

Page 2

Knowledge, Skills, Abilities

(The following are a representative sample of the KSA's necessary to perform the duties of the class.)

Knowledge of principles and practices of public administration including governmental operations, budget and fiscal administration, city charter provisions, ordinances, local, state and federal laws.

Knowledge of current principles, practices, and techniques of economic development including economic trends in international, national, state, regional, and local economies, business development, incentive zones, redevelopment, and local government financial incentives for business and marketing.

Knowledge of the principles and methods involved in the development and implementation of a comprehensive economic development program including development and administration of sound departmental goals, objectives, policies and methods for evaluating achievement and performance levels.

Skill to operate an office computer and a variety of word processing and software applications.

Ability to prepare clear, concise and competent reports, correspondence and other written materials and make clear oral presentations.

Ability to report summaries and analyses of information and to justify controversial recommendations or findings; exercise sound administrative judgment and initiative in the development of new methods and procedures and in the solution of difficult problems.

Ability to direct and evaluate the work of subordinate supervisory and non-supervisory personnel; supervise, train and motivate department personnel; facilitate group participation and consensus building.

Ability to establish and maintain positive working relationships with representatives of community organizations, state/local agencies and associations, City management and staff, and the public.

Ability to prepare and defend an annual budget for economic development programs and to manage them within the parameters of the adopted budget.

Minimum Qualifications

Bachelor's degree from an accredited college or university with a major course work in urban or regional planning, economics, public administration, business administration, or closely related field and five years of responsible management experience in real estate development, economic development, redevelopment, planning, incentive zone designations or innovative business development programs. A Master's degree in public or business administration is highly desirable.

Special Requirement(s)

Possession of a valid Class C California driver's license at time of appointment.

APPROVED:

DATE:

Director

APG:JC:RLR:10/20/03

