

ECONOMIC DEVELOPMENT SPECIALIST

DEFINITION

To perform professional level assignments in economic development research, design, implementation, and monitoring of programs encouraging economic development in the City of Hayward.

DISTINGUISHING CHARACTERISTICS

This is the journey-level class responsible for professional duties related to the economic development of the City's private and public sector economy. It is expected that an incumbent is fully competent to perform the full range of duties for this class independently and without close supervision. Work involves responsibility for the application of professional knowledge and skills to effect research, analysis, planning, and implementation of economic development programs and requires the frequent use of independent judgment. Specialized knowledge of financial analysis and business development techniques is required. Work in this class is distinguished from the Economic Development Manager in that the latter has full division management responsibility.

SUPERVISION RECEIVED

General direction is provided by the Economic Development Manager or other Department supervisory staff.

SUPERVISION EXERCISED

Assignments may require providing direct technical or functional supervision to technical and clerical positions.

ESSENTIAL DUTIES

Duties may include but are not limited to the following:

Assists in the design and implementation of economic development strategies and programs related to business attraction, business expansion, and retention. Duties can involve research, writing, presenting staff reports, project management, data collection and analysis, visits to local businesses and facilitating business prospects.

Update existing city economic development data, and develop efficient methods of maintaining current, needed data on real estate trends, employment/training efforts and related issues.

Conduct marketing of the City's available economic development programs.

Works closely with other City departments to facilitate permit processing of economic development projects.

ESSENTIAL DUTIES (continued)

Plans and implements marketing and promotion of City programs, and assists in the management of related budgets.

Coordinates the City's economic development activities and efforts with those of other public and private sector agents and community groups.

Acts as a City liaison and discusses issues concerning economic development, business financing and employment generation with representatives of professional and employer groups, the financial community, community organizations and individuals.

Attends tradeshows and conferences to generate interest in the City.

Prepares written and oral reports for boards, trade associations and City leaders.

Responds orally and in writing to inquiries and provides information for the public on services and programs.

Coordinates the preparation/implementation of economic development programs, special projects and events.

Counsel small-business owners on ways to improve profitability and the appropriateness of real estate acquisition.

Analyzes proposed commercial and/or industrial projects requiring City assistance or approval for their financial feasibility and potential impact on commercial development.

May assist applicants with loan packaging for SBA or other loans.

May assist in the preparation and submission of proposals for funding economic development activities.

Performs other related duties as assigned.

JOB RELATED AND ESSENTIAL QUALIFICATIONS

Knowledge of:

Technical assistance techniques used in addressing such issues as economic development strategy and program formation, commercial revitalization, business attraction and retention, and incentives such as loans and grants.

The real estate and business entitlement and development process.

JOB RELATED AND ESSENTIAL QUALIFICATIONS (continued)

Knowledge of:

Methods and sources used in analyzing local economic trends and industry trends, as well as principles and practices of demographic research and analysis.

Modern marketing and communication practices; promotional events planning.

Writing and editing techniques for a variety of audiences.

Business and financial instruments and concepts relative to loan packaging.

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

Ability to:

Plan, organize and implement a comprehensive economic development program, including a proactive outreach and communication program which projects the image of the community.

Organize work, set priorities and exercise sound independent judgment within established guidelines, including using creative ways to solve issues.

Work effectively with business leaders, financial institutions, citizen groups and staff in interdepartmental and diverse team environments.

Interpret and apply complex rules, regulations, laws and ordinances.

Effectively communicate both orally and in writing fundamental technical information to the business community and general public.

Use financial analysis techniques to determine fiscal impacts of economic development efforts.

Communicate clearly and concisely, orally and in writing.

EXPERIENCE AND EDUCATION

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

Experience: Three (3) years of recent progressively responsible professional experience, two (2) of which include journey level duties in public economic development planning, business administration, or business management, including specific experience in financial analysis.

EXPERIENCE AND EDUCATION (continued)

Education: Equivalent to a Bachelor's Degree in Planning, Economics, Business Administration, or a closely related field. Graduate degree in an appropriate field may be substituted for one year of experience.

Licenses and Certifications: Possession and maintenance of a valid Class C California Driver's License.

SPECIAL REQUIREMENTS

Essential duties require the mental and/or physical ability to: work in a standard office environment and use standard office equipment and current software; grasp, perform repetitive hand movements and fine coordination to prepare documents and data using a computer keyboard and mouse/trackball; sit for prolonged periods of time; walk, stand, crouch, reach, twist, turn, kneel, bend, squat, stoop, and safely lift and move equipment and material weighing up to 35 pounds; converse by telephone, by email, in person, and to small or large groups and be clearly understood; read and comprehend legal, technical, and complex documents, interact with the public and all different levels of City staff in an effective and professional manner; and safely drive to various locations throughout the City and County to travel to fulfill assigned duties. Essential functions must be performed with or without reasonable accommodation.

PROBATIONARY PERIOD: One (1) year

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June 1985 ECDEVSPE

July 1986

Revised: October 2013

AAP GROUP: 4

FPPC STATUS: Designated

FLSA STATUS: Exempt