

**City of San Rafael**  
**Job Class Specification**

## **Job Title: Economic Development Director**

### **SUMMARY**

Directs the Economic Development and Redevelopment functions of the City. Serves as the Director of the Redevelopment Agency.

**ESSENTIAL DUTIES AND RESPONSIBILITIES** include the following. This list is meant to be representative, not exhaustive. Some incumbents may not perform all the duties listed while in other cases related duties may also be assigned.

- Directs the development, coordination and evaluation of redevelopment programs and projects, including Agency housing programs such as building, grants, write downs, and finance.
- Directs design, coordination, and evaluation of economic development programs and projects, including attracting new business and retaining existing business.
- Directs Economic Development activities including marketing programs, public information, data compilation and evaluation, and program establishment which meet City objectives and policies.
- Coordinates economic and redevelopment projects with those of other departments, and with private and other public agencies.
- Provides professional advice and assistance to business leaders, the private sector and various groups and agencies.
- Advises the City Manager and the City Council on development and redevelopment matters.
- Ensures the preparation of written materials on projects including redevelopment plans, development agreements, progress reports, and staff reports.
- Ensures that specific projects are planned, evaluated and implemented.
- Prepares and implements Agency budgets including capital improvements and administrative projects.
- Conducts negotiations with developers, including preparation of exclusive rights agreements, development agreement disposition, leases and other matters.
- Directs the work of professional and support staff.
- Operates as the point of contact and source of information regarding Economic Development and Redevelopment including preparing media releases and making public presentations.
- Performs related duties as required.

### **KNOWLEDGE OF:**

- Principles and practices of Economic Development and Redevelopment
- Laws and regulations pertaining to economic development and redevelopment
- Principles and practices of Public Administration
- Business, economic, and market forces and indicators
- Funding sources and methods
- Real Estate Finance
- Methods for monitoring and evaluating programs
- Principles of Management
- City's general plan
- PCs and related software
- Bond Financing

**ABILITY TO:**

- Manage economic development and redevelopment programs in accordance with modern practices and standards.
- Establish and maintain cooperative working relationships with other Departments.
- Establish and maintain cooperative working relationships the Business Community.
- Identify and be responsive to community needs.
- Analyze complex programs and recommend positive outcomes.
- Conduct economic research and prepared complex analytical reports.
- Communicate effectively both orally and in writing.
- Manage a group of professionals and support staff.
- Negotiate complex high value projects.

**EDUCATION and/or EXPERIENCE:**

Equivalent to graduation from an accredited four-year college or university with a degree in regional land-use planning, urban planning, public policy, public administration or closely related field. Five years of experience in Economic Development including at least two years in a lead or supervisory capacity.

**Valid drivers license****PHYSICAL DEMANDS:**

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

While performing the duties of this job, the employee is regularly required to stand, walk, sit, and talk or hear. The employee frequently is required to use hands to finger, handle, or feel and reach with hands and arms. The employee must regularly lift and/or move up to 10 pounds and occasionally lift and/or move up to 25 pounds. Specific vision abilities required by this job include close vision, distance vision, and ability to adjust focus.

**WORK ENVIRONMENT:**

The work environment characteristics described here are representative of those an employee encounters while performing the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

While performing the duties of this job, the employee is regularly exposed to video display and regularly works in inside environmental conditions. The employee is occasionally exposed to outdoor weather conditions and occasionally works in evenings or weekends and occasionally works with use of a personal vehicle. The noise level in the work environment is usually moderate.