

## CITY OF WASCO POSITION DESCRIPTION

| PERTINENT POSITION DESCRIPTION DATA |                               |                              |                                |
|-------------------------------------|-------------------------------|------------------------------|--------------------------------|
| <b>Position Title:</b>              | Economic Development Director | <b>Department :</b>          | Administration                 |
| <b>Reports to:</b>                  | City Manager                  | <b>FLSA Classification :</b> | Exempt                         |
| <b>Career Ladder:</b>               | City Manager                  | <b>Pay Grade:</b>            | <b>Approval Date:</b> 08/16/05 |

### POSITION SUMMARY:

The fundamental reason this management classification exists is to, under administrative direction, is responsible for performing economic development research and related activities, including commercial and industrial attraction, retention and recruitment. As the City's economic development liaison, works closely, and in conjunction with the community's Redevelopment Agency. The Economic Development Director establishes and maintains partnerships with the Kern Economic Development Corp (KEDC) and various agencies and organizations. Provides technical support on economic development issues to other City departments and external agencies/organizations. Program coordination includes the development, implementation, monitoring and evaluation of commercial and industrial projects.

### CLASS CHARACTERISTICS:

This position is within the economic development class series and is a single position class. The incumbent in this class will be expected to work independently and exercise good judgment in implementing the City's economic development and related projects. The incumbent receives supervision from the City Manager

### ESSENTIAL RESPONSIBILITIES:

Act as the City's economic development liaison, provides leadership and direction to the City's Economic Development Committee; establish and maintain partnerships with the Kern Economic Development Corp (KEDC), Chamber of Commerce, League of California Cities, etc, that will facilitate and implement programs and activities aimed at the City's economic development.

Visits headquarters of industrial and business firms contemplating relocation and attends meetings of local industrial, commercial and civic organizations or similar functions to stimulate interest in the community and develop harmonious relations between local citizens and new developments.

Plan, schedule and coordinate the development, implementation monitoring and evaluation of economic development programs and projects, including goal setting, initial planning, feasibility determination, community involvement and acceptance, and implementation with project timetables.

Coordinate the conditions of development in line with City requirements and the developer's capacity.

Serve as coordinator among City departments and teams established for specific projects to provide information to prospective developers on City requirements and conditions, and to discuss financing alternatives and develop viable finance plans.

Assist in preparing; negotiating and administering development agreements; finance plans and/or contracts in accordance with contract specifications.

Establish and update a community profile and real estate inventory to include gathering data on businesses and community demographics; available development sites; industrial and commercial buildings; land costs and lease rates; transportation facilities; labor market; long and short term financing; utilities; education opportunities and other related community information.

Plan, organize and coordinate the work of administrative clerical and technical staff; supervise and evaluate staff, monitor performance and implement corrective measures as necessary; effectively select staff and recommend disciplinary actions.

Negotiate complex economic development agreements resulting in project implementation.

Actively recruit businesses to reduce the vacancy factor in various parts of the community and to emphasize target businesses identified.

Coordinates with the City of Wasco's Redevelopment Agency targeted recruitment efforts for the 7<sup>th</sup> Street area, Highway 46 corridor, and the City's industrial park

Acts as lead on proposed and referred project developments, answers development questions, handles issues; tracks and responds to project proponents

Determines entities and/or representatives to be included in technical team meetings to review specific proposed projects; Schedules and invites representatives to meetings

Coordinates and assists other agencies to secure grants and/or funding for infrastructure development.

Develop short-term and long-term goals, objectives, policies, and priorities on economic development issues for City administration, businesses, retail industries and the general community

Works with management consultants, industrial realtors, the Chamber of Commerce, Small Business Center and other agencies to coordinate activities aimed at obtaining necessary zoning, utilities, building permits and other City services for new retail development prospects.

Works with various public and private agencies to ensure conformity to established regulations

Upgrade the City's website as one of the major marketing portals economic development; Prepares marketing brochures showing trends in tax rates, labor supply, transportation, public utilities, pipe lines, water, rail, air traffic, cultural and retail environment and available market

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## **MINIMUM QUALIFICATIONS:**

**Knowledge of** – Principles, practices and issues of economic development including industrial and commercial recruitment and retention methods, real estate, land use planning, land development process, financing alternatives, and economic incentive methods. Joint public/private sector approaches to

economic development and techniques to stimulate and promote economic activity, including marketing and promotion techniques. Public policy, laws, regulations and procedures pertaining to economic development; Financing techniques and procedures relating to real estate and business development, industrial development and land financing. Federal, state and local programs and resources for economic development and business assistance, and procedures for obtaining funds; Principles and practices of demographic research and analysis; and statistics applicable to economic analysis; Local government administration; budgetary methods and procedures; and program planning, monitoring and evaluation principles and practices.

**Skilled in** - Collect and analyze a wide variety of materials and to develop a master plan consistent with the needs of the community; Work closely with management, consultants, industrial realtors, Chamber of Commerce and other agencies aimed at achieving the necessary services for industrial prospects. Communicate clearly and concisely, orally and in writing. Use and learn computer applications.

**Ability to** - Plan and coordinate complex programs in conjunction with local community and government organizations, and within established parameters. Facilitate priorities and program objectives, and balance working relations when providing technical support on economic development issues. Establish and maintain effective working relationships with individuals, businesses and other internal and external agency. Communicate effectively orally and in writing on technical information to the business community and general public. Work independently and exercise considerable independent judgment in resolving issues of significant importance to the City, including assisting in negotiating agreements and/or contracts effectively and within critical time constraints. Operate a motor vehicle in order to attend meetings at offsite facilities and visit various land/facility sites for potential developments/business relocation. Familiar with personal computers and the use of Word, Excel and other related software programs. Gather economic and other relevant data, analyze complex information, and recommend appropriate action based on findings.

**Licenses and Certificates** – Possession of or ability to obtain a valid California Driver’s License may be required

**Physical Abilities and Work Environment** – While performing the duties of this job, the employee is frequently required to sit and talk or hear. The employee is required to walk; use hands to operate objects, tools, or controls; and reach with hands and arms. Perform simple grasping and fine manipulation. On a continuous basis, sit at a desk and in meetings for long periods of time. Intermittently twist to reach equipment surrounding desk. May be expected to lift and move containers weighing up to 25 lbs

**Other** – Must complete an annual Statement of Economic Interest. Bilingual fluency in English and Spanish is desirable.

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## **EDUCATION AND EXPERIENCE:**

Any combination of experience and education that would be likely to provide the required knowledge, skills, and abilities could be qualifying, as determined by the City. A typical way to obtain the knowledge, skills, and abilities is:

**Experience** – Three years progressively responsible experience in economic development, land use planning in the public sector, or related activities in the private sector. Experience in California, current knowledge of highly technical industries and municipal government is desirable.

**Education** - Bachelor's degree from an accredited college or university in planning, economics, business administration or a related field; Possession of a Master's degree in a related area is desirable

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**ACKNOWLEDGEMENT**

A review of this position has excluded the marginal functions of the position that are incidental to the performance of essential job duties. The duties and responsibilities are essential job responsibilities and requirements and are subject to possible modification to reasonably accommodate individuals with disabilities. To perform this job successfully, the incumbent(s) will possess the knowledge, skills and abilities to perform each duty proficiently. The requirements listed in this document are the minimum levels required for this position.

I acknowledge that I have received a copy this position description

\_\_\_\_\_  
Print Name

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Date