

CITY OF DALY CITY
JOB SPECIFICATION
EXEMPT POSITION

DIRECTOR OF ECONOMIC AND COMMUNITY DEVELOPMENT

DEFINITION

Under direction of the City Manager, directs the staff and programs of the Department of Economic and Community Development, consisting of the Divisions of Economic Development, Community Development Block Grant, and Planning, and the Redevelopment Agency, and performs other duties as required.

EXAMPLES OF DUTIES

Develop and implement a strong action campaign to attract new economic activity to Daly City. Work with the Advisory Committee to implement the goals of expanding the tax base, promoting a positive image, managing development of available land, addressing local unemployment and under-employment issues, and minimizing the disruption of the community while achieving economic development goals. Identify opportunities for new housing development and for neighborhood rehabilitation. Facilitate development within the existing redevelopment project area. Establish initial contracts and seeks to develop the City's roles of partnership and resource with the private sector. Create and implement a strong and effective mechanism for soliciting and receiving on-going input from Community-based groups and major economic segments of the City. Establish an on-going process for evaluation and review of program goals, objectives, strategies and plans to accommodate appropriate response to new and changing issues and opportunities. Provide for effective staff and program coordination among all divisions. Initiate the assembly of data necessary to support timely responses to requests for information or action. Refine the preparation of marketing and informational materials. Update General Plan elements as mandate by California law. Formulate a plan for a Business and Office Corridor. Review environmental impact reports and assessments.

MINIMUM QUALIFICATIONS

Knowledge of: California economic and/or community development issues and planning law; Private sector development activity; Fiscal analysis and management; Policy analysis; Local zoning and subdivision ordinances.

Ability to: Communicate effectively; solve problems creatively; respond to tight schedules and pressures; be sensitive to and appreciate all ethnic, cultural, and political segments of the community; maintain effective working relationships with policy makers,

JOB SPECIFICATION

DIRECTOR OF ECONOMIC AND COMMUNITY DEVELOPMENT (PAGE 2)

administrative personnel, subordinates and general public; write and present concise and comprehensive reports; establish objectives and maintain accountability; work in a team environment; interact positively and cooperate with co-workers, respond politely to customers, work as a team member, function under demanding time pressure, respond in a positive manner to supervision, and attend work and perform duties on a regular and consistent basis.

Experience: A minimum of seven years of professional experience, managing an economic development program desirably in a City Manager form of municipal government. Economic development and/or commercial development marketing experience and private sector development experience also desirable.

Education: A Bachelor's degree in Business Administration, Planning, Economics, Marketing, Public Administration or a field of study relevant to the requirements of the position. A Master's degree in any of the above fields is desirable.

License: Possession of a valid Class C California Driver's License.

R: 02/2007