

CITY OF DALY CITY
JOB SPECIFICATION
EXEMPT POSITION

ECONOMIC DEVELOPMENT SPECIALIST

DEFINITION

Under the direction of the City Manager or their designee, the Economic Development Specialist assists in the development, coordination and implementation of programs to meet the City's long and short term economic development goals and objectives, works with commercial and retail businesses, developers and property owners and managers on potential opportunity sites, assists applicants and business in their dealings with the City, identifies and secures grant funding opportunities for economic development, develops and implements marketing, branding and outreach activities for attraction and retention of businesses in Daly City, involvement in economic development activities and performs related work as required.

EXAMPLES OF DUTIES

Duties may include, but are not limited to, the following:

- Create and foster effective business relationships with key stakeholders to facilitate business attraction and retention that will support the economic development and growth of the City.
- Professionally and effectively represent the City of Daly City in developing relationships between the City and representatives of private sector development opportunities, business communities and city staff.
- Serves as a point of contact for new and expanding businesses by providing information on available development sites and explaining development and/or building permit approval process/permitting requirements of establishing and expanding businesses.
- Identify, secure and prepare grant and funding opportunities to support economic initiatives, development grants and contracts.
- Serve as Coordinator for annual Economic Development events and festivals.
- Participate as staff to the Small Business Commission
- Participate in the administration of Regulatory Business Programs
- May participate in business conferences related to Economic Development
- May be the City's primary liaison to the Daly City/Colma Chamber of Commerce, and other private and public organizations related to business and economic development.
- Develops work programs and techniques to be followed for the attraction of new commercial and office real estate development;

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- Supports on-going commercial projects, light industrial development, and expanded retail development
- Works effectively with relevant economic development groups and organizations at the local, regional, state and national levels;
- Assists in the preparation of marketing and informational materials and the on-going gathering of data necessary to support the economic development activities of the City
- Prepares reports and makes presentations to business and community groups, City Commissions and Boards, City Council, and the public;
- Supports an on-going process of evaluation and review of program goals, objectives, strategies and plans to ensure the long-term ability of the City to accommodate appropriate responses to new or changing issues and opportunities.
- Prepares all invoices for Economic Development related activities including, but not limited to grants, contracts, and purchases.
- Perform related duties as assigned.

MINIMUM QUALIFICATIONS

Knowledge of:

Principals, issues and practices of economic and commercial development, redevelopment, land use planning and permitting, business retention, public policy and business development including best practices, marketing/marketing research; statistical analysis and research methods and the sources of information and data pertaining to economic development, business retention; evaluation and analysis of pro formas; the State of California Redevelopment Law; private sector development techniques; Applicable federal, state, and local laws and regulations concerning economic development activity in urban areas, real estate, public land acquisition, redevelopment and land use; Federal and State Grants regulations, Grant writing and grant administration oversight and implementation experience; Effective methods of gaining consensus and building support for objectives; Principles and practices of organization, administration, and budget.

Ability to: Communicate clearly and concisely, both orally and in writing. Prepare effective written reports and recommendations; make verbal reports at public meetings; effectively and professionally represent the City to the business community and the public; establish and maintain effective working relationships with staff, City officials, local commissions; provide strong administrative, fiscal management and policy analysis skills; be professional, respond to phone and electronic correspondence in a timely manner to the public and city employees; Exercise good judgment, flexibility, creativity and sensitivity in response to changing situations and needs adapt, change and be receptive to new direction and shifting City priorities, interact positively and cooperate with co-workers, respond politely to customers, work as a team member, function under demanding time

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pressure, respond in a positive manner to supervision, and attend work and perform duties on a regular and consistent basis.

Education: Graduation from college or university with a Bachelor's Degree in Business Administration, Economics, Marketing, Planning, Public Administration or a related field;

Experience: Minimum of three years professional experience in economic development, commercial development, marketing/marketing research, planning or public administration which has resulted in familiarity with economic development issues and some exposure to private sector development.

License: Possession of a valid California Class C California Drivers License.

R: 6/2025