



CITY OF CITRUS HEIGHTS

ECONOMIC DEVELOPMENT & COMMUNITY ENGAGEMENT DIRECTOR

DEFINITION

Plans, organizes, and directs the programs and activities of the City's Economic Development and Community Engagement Department including carrying out the citywide economic development, communications, community engagement, grants, legislative and public affairs strategy; provides expert professional assistance to City management staff on economic development, communications, community engagement, grants, legislative and public affairs matters and to provide highly responsible and complex administrative support to the City Manager.

DISTINGUISHING CHARACTERISTICS

This is a single department head level position. The Director level reports to the City Manager and has responsibility for providing daily administration of a city department.

SUPERVISION RECEIVED AND EXERCISED

Receives direction from the City Manager. Exercises direct supervision over assigned management, supervisory, professional, technical and administrative support personnel.

EXAMPLES OF DUTIES - Duties may include, but are not limited to, the following:

- Develops and directs the implementation of goals, objectives, policies, procedures and work standards for the economic development, communications, community engagement, grants, legislative and public affairs functions that are in alignment with the City's vision, goals and objectives.
- Direct, oversee and participate in the development of the department's work plans, assign work activities, projects and programs; monitor workflow; review and evaluate work products, methods and procedures.
- Oversees and participates in the development and administration of the department budget; approves the forecast of funds needed for services, equipment, materials, and supplies; approves expenditures and implements budgetary adjustments as appropriate and necessary.
- Provides administrative direction to activities relating to the effective use of programs, projects, personnel, resources, facilities and equipment related to the economic development, communications, community engagement, grants, legislative and public affairs functions.
- Supervises, coordinates and participates in the management of assigned projects; assigns, supervises and reviews the work of project management staff and contractors, reviews and updates project plans.
- Select, train, motivate and evaluate personnel; provide or coordinate staff training; conduct performance evaluations; implement discipline procedures; and, maintain discipline and high standards necessary for the efficient and professional operation of the department.
- Works closely with the City Manager, City Council, and other City departments, a variety of public and private organizations, and citizens groups in developing programs and implementing projects to solve problems related to the community's economic development.
- Communications, community engagement, grants, legislative and public affairs function; advises the City Manager and City Council on related issues and programs.

- Acts as liaison and makes public presentations to other city/county departments, regional agencies, state/federal agencies, legislative agencies, private business firms, developers, brokers, potential investors, local organization, property owners, and the general public as appropriate on matters relating to the City's strategic planning and innovation goals and initiatives.
- Negotiates and administers contracts between the City and consultants.
- Build and maintain positive working relationships with co-workers, City employees, contractors, consultants, partners and the public using principles of good customer service.
- Develops and implements a plan to include attraction and retention of businesses and other regional economic partners.
- Coordinates outreach, referrals, tracking and reporting, and focusing business attention and marketing activities for commercial and professional business.
- Encourages the development of specific complex project areas working with and through developers.
- Acts as lead on proposed and referred development projects; answers development questions, handles issues; tracks and responds to project proponents.
- Develops, organizes, directs, and evaluates comprehensive communications, public relations and marketing programs to inform the public of the activities and objectives of the City.
- Proactively, and in coordination with other departments, anticipates and coordinates the City's communications priorities and organizational objectives; directs design, development, and execution of communications strategies.
- Serves in an advisory capacity to the City Manager, the City's management team, and the City Council to provide guidance on how best the City can communicate its priorities and achieve its public policy objectives.
- Advises City management in the development and maintenance of effective current and long-range policies, plans, and practices which affect its relations with the public.
- Develops, organizes, directs, and evaluates a comprehensive program to inform and engage with neighborhoods and community groups.
- Coordinates with other departments on implementation of a comprehensive grants strategy to secure grants and/or funding.
- Oversee the research of grants available to address specific issues within assigned programs or projects, development of grant proposals and submittal to appropriate agency for review and consideration. May make oral presentations in defense of grant proposal before grant panels.
- Leads the City's legislative affairs operations, including coordination with State and Federal lobbyists, review pending legislation and coordinate City responses as appropriate.
- Review and coordinate review of agendas for regional agencies in topics of land use, transportation, air quality, legislative relations, and other public services.
- Coordinate letters of support from elected officials, agency partners and stakeholders for grant submittals.
- Perform related duties as assigned.

MINIMUM QUALIFICATIONS

Knowledge of:

- Economic Development principles, practices, and implementation including business development, real estate development, redevelopment, international trade, and local government financial incentives for business and marketing.
- California redevelopment law; California Environmental Quality Act (CEQA); general nature of redevelopment plans; planning entitlement codes and process; city zoning ordinances and entitlement processes; and general nature of building codes.
- Current market trends in real estate development.
- Real estate development finance and financial analysis.
- California land use planning entitlement law and regulations.
- Public administration, budgeting principles, public policy analysis, and economics.
- Statistical analysis, project management and project/problem resolution; concepts of effective team building.
- Principles of effective personnel management, including supervision, training and evaluation.
- Principles and practices of marketing.
- Business community and neighborhood outreach including processes.
- Operations, services, and activities of a public information and communications program.
- Principles, techniques, and objectives of public relations as applied to municipal government.
- Media relations (including social media) and organizational communication strategies.
- Methods and techniques used in developing communications for internal and external audiences.
- Principles, practices, methods, and techniques of community engagement and outreach.
- Best practices in open government and community engagement practices, including innovative principles of interactive strategies and techniques and how to translate practices into effective solutions.
- Principles and practices of intergovernmental affairs.
- Recent developments, research methods, current literature, and sources of information related to assigned programs and service areas.
- Federal, state, and local government organization.
- Pertinent federal, state, and local laws, codes, and regulations.

Ability to:

- On a continuous basis, know and understand all aspects of the job; intermittently analyze work papers, reports and special projects; identify and interpret technical and numerical information; observe and problem solve operational and technical policy and procedures.
- Independently prepare a wide variety of public information and marketing collateral.
- Understand, interpret, and deliver the key messages and missions of various departments.
- Develop, design and produce public relations and marketing materials as needed.
- Direct and create video programming that effectively shares the appropriate message to the community.
- Plan and coordinate programs and special events related to community relations and media liaison.

- Work on concurrent assignments under time constraints; meet publication and distribution deadlines.
- Maintain integrity of work by taking responsibility and accountability for completion of work and customer interactions.
- Maintain punctuality and attendance at work.
- Use desktop publishing, word processing, spreadsheet, and graphics computer software applications with proficiency.
- Effectively contribute collaboratively to a team effort.
- Publish professional written promotional material; edit and proofread with a high degree of accuracy.
- Exercise initiative and highly astute judgment in sensitive situations.
- Provide high quality, economical services to the Citrus Heights community, placing emphasis on responsive customer service.
- Demonstrate a civic entrepreneurial spirit by generating new, innovative ideas and development of better methods to accomplish tasks and complete projects.
- Foster an environment that embraces diversity, integrity, trust and respect.
- Be an integral team player, which involves flexibility, cooperation and communication.
- Establish and maintain effective working relationships with those contacted in the course of work.
- Work with various cultural and ethnic groups in a tactful and effective manner.
- Use principles of effective office safety including use of equipment in a proper and safe manner, use of preventative personal ergonomic techniques, and maintenance of safe housekeeping in personal and common workspaces.
- Communicate clearly and concisely, both orally and in writing.
- Operate a personal computer with proficiency and familiarity.

Experience and Training

Any combination of experience and training that would provide the required knowledge and abilities is qualifying. A typical way to obtain the required knowledge and abilities would be:

Experience:

Seven (7) years of increasingly responsible experience in economic development, public or business administration, or community engagement, including four years of administrative and management responsibility.

Training:

Equivalent to a Bachelor's degree from an accredited college or university with major course work in business administration, economic or community development, communications, public administration or a related field. A Master's degree in a related field is highly desirable.

License or Certificate:

A Certified Economic Developer (CEcD) certification from the International Economic Development Council is highly desirable.

May need to possess a valid California driver's license and proof of automobile liability insurance as required by the position.

PHYSICAL/SENSORY REQUIREMENTS

On a continuous basis, sit at desk for long periods of time; intermittently twist, bend and reach to investigate field issues; push and pull equipment; perform simple grasping and fine manipulation; use telephone, and write or use a keyboard to communicate through written means; and lift or carry weight of 10 pounds or less.

File:	Economic Development & Community Engagement Director
FLSA:	Exempt/At-Will
Created:	06/20/2022
Revised:	