



CITY OF BANNING, CALIFORNIA

Economic Development Manager

Job Code: 3115

FLSA Exempt Non-Exempt

JOB DEFINITION: Under general direction, plans, organizes and manages the City's economic development programs and; supervises the day-to-day activities related to economic development and redevelopment.

ESSENTIAL FUNCTIONS: *The following duties **ARE NOT** intended to serve as a comprehensive list of all duties performed by all employees in this classification. Shown are duties intended to provide a representative summary of the major duties and responsibilities. Incumbent(s) may not be required to perform all duties listed and may be required to perform additional, position-specific duties.*

REPRESENTATIVE DUTIES: Coordinates development projects and functions as liaison and facilitator between business, development professionals and City staff; responds to leads and inquiries for potential new business development; develops and manages marketing strategies to attract potential businesses.

Researches policies, procedures and programs relative to economic development and redevelopment including low and moderate income housing; recommends and implements appropriate policies, procedures and programs in accordance with City goals and objectives; develops and implements programs to assist with low/moderate income housing, economic development and redevelopment including negotiations and preparation of related agreements; identifies, manages, and pursues potential funding opportunities.

Selects, assigns, evaluates and manages assigned personnel; prioritizes, schedules and delegates work assignments of assigned staff; identifies and implements staff training programs.

Manages a comprehensive information and public relations program that promotes City accomplishments and activities; provides all City departments with communications and internal and external marketing support; act as spokesperson to the media; develop communication programs/activities to address critical issues facing the City; manages relations with news media through news releases, press conferences, briefings, interviews, media appearances, correspondence and reports; writes or edits material for the news media and the public.

Performs other duties as assigned or required.

KNOWLEDGE and SKILLS:

- Knowledge of applicable city, county, state and Federal statutes, rules, regulations, ordinances, codes, administrative orders and other operational guidelines and directives including community development and economic laws and regulations, California real estate law and relocation assistance law.
- Knowledge of the City's and the Department's policies and procedures.
- Knowledge of practical methodology, techniques and objectives of community development and economic development.
- Knowledge of management and/or supervision principles.
- Knowledge of finance and/or accounting principles.
- Knowledge of research methods and procedures.
- Knowledge of marketing methods and procedures.
- Skill in reading, understanding, interpreting and applying relevant city, county, state and Federal statutes, rules, regulations, ordinances, codes, administrative orders, policies and procedures and other operational guidelines and directives.
- Skill in preparing clear and concise written reports and speaking before community groups
- Skill in effectively coordinating and monitoring the project planning and implementation effort.

(continued on reverse side)

CITY OF BANNING, CALIFORNIA

Economic Development Manager

Job Code: 3110

- Skill in assessing and prioritizing multiple tasks, projects and/or demands.
- Skill in working within deadlines to complete projects and assignments.
- Skill in assessing, analyzing, identifying and implementing solutions to complex problems.
- Skill in establishing and maintaining effective working relations with co-workers, staff, vendors, contractors, visitors, the general public and others having business with the City of Banning.
- Skill in operating a personal computer utilizing a variety of software applications.

MINIMUM QUALIFICATIONS: Any combination of education and experience that provides the knowledge, skills and abilities necessary for an Economic Development Manager. Ideally the required qualifications include possession of a Bachelor's or Associate's degree in Urban Planning, Economics, Public Administration, Business Administration, Accounting, Marketing, or a related field AND three (3) to five (5) years of experience in governmental and/or professional planning/economic development, including one year in a supervisory capacity.

A Master's Degree in Urban Planning, Public Administration, or Real Estate is highly desirable.

Experience in economic development and establishing programs related to business attraction and retention is highly desirable.

ADDITIONAL REQUIREMENTS: Must have at the time of application and must maintain a California driver license. May be required to work outside the traditional work schedule.