### DIRECTOR OF REDEVELOPMENT AND ECONOMIC DEVELOPMENT

### **Definition**:

Under general administrative direction is responsible for all activities of the Redevelopment and Economic Development Department including public/private development projects, promotion of the downtown area, business recruitment and retention in the redevelopment areas and the affordable housing program; serves as Executive Director of the Redevelopment Agency and performs related work as required.

### **Essential Duties and Responsibilities:**

The responsibilities and essential duties performed on a frequent and recurring basis by the Director of Redevelopment and Economic Development include the following:

Plans, organizes, directs and manages all activities of the Redevelopment and Economic Development Department to include sponsoring and supporting a variety of programs/activities to enhance economic and community vitality.

Recommends and implements capital improvement projects and public/private development projects which upgrade public facilities and produce sales tax and employment opportunities.

Implements and monitors affordable housing initiatives required for compliance with applicable laws and tax increment set-aside requirements.

Develops and implements a citywide Economic Development Plan.

Coordinates Redevelopment and Economic Development Department activities with those of other departments as needed.

Advises the City Manager, City Council/Redevelopment Agency, project area committees and other City departments/divisions on issues pertaining to applicable redevelopment/economic development issues.

Serves as the City's primary representative for redevelopment and economic development matters, meets with potential investors and developers and serves as lead negotiator for redevelopment and economic development projects.

Represents the City in related issues before a variety of groups, the public and other agencies.

Selects and is responsible for the training, supervision and evaluation of all departmental staff.

Develops, recommends, administers, interprets and enforces departmental policies and procedures and assists in the development and administration of the City's redevelopment and economic development related policies and regulations.

Makes Redevelopment and Economic Development Department budget recommendations and administers the expenditure of funds.

Directs and participates in the preparation of a wide variety of surveys, plans, specifications, requests for proposals, studies, reports, contracts, agreements, agenda letters, correspondence, resolutions and ordinances in accordance with applicable laws and local codes and standards.

Formulates, recommends and implements departmental goals and develops workload indicators to measure progress towards goals achievement.

Prepares long-term capital improvement programs.

Seeks, develops and makes recommendations on alternative sources of funding as appropriate.

Develops and evaluates special programs.

Reviews and analyzes a variety of materials, records, contracts, reports and other data and makes recommendation for change as needed.

Makes oral and written presentations.

Attends a variety of City Council, Commission, other public meetings and civic functions and represents the City.

Operates a personal computer and uses applicable software.

Drives a vehicle on City business.

## Other Duties and Responsibilities:

Performs other projects/tasks as assigned.

Inspects construction sites and other projects as needed.

#### **Class Characteristics:**

Director of Redevelopment and Economic Development is a single incumbent department head class and is a member of the City's executive team. The Director of Redevelopment and Economic Development is appointed by and reports to the City Manager in a department head capacity and is separately appointed as Executive Director of and reports to the Redevelopment Agency. The incumbent has broad responsibility for the safe, effective and efficient administration of all department activities.

## **Contacts and Relationships:**

The Director of Redevelopment and Economic Development supervises division managers and professional/administrative support staff and through them all Redevelopment and Economic Development Department employees. The Director of Redevelopment and Economic Development establishes and maintains contact with and has continuing interaction with a variety of City staff to include City Council/Redevelopment Agency Members, the City Manager and City department heads. Additional contact will occur with civic groups, developers, consultants and representatives of other public and private agencies. Contact with the public will occur during some work assignments.

## **Qualification Guidelines:**

The knowledge and abilities which are required to perform the duties and responsibilities of this class are as follows:

# Knowledge of:

Municipal government and redevelopment/economic development department organization, administration and operations.

Principles, practices and methods used in municipal economic development and the redevelopment needs of commercial and industrial areas.

Leadership and management theory and practices, effective supervisory techniques and public sector labor relations.

Municipal budget administration and revenue sources related to area assigned.

Laws, codes, regulations, standards, rules and procedures governing municipal development and redevelopment matters.

Goal-setting methods and the design of workload and performance indicators.

Negotiating and conflict resolution techniques.

Public and community relations techniques, policies, procedures and programs.

Effective methods of making oral and written presentations.

Computer applications related to the department assigned.

#### **AND**

## Ability to:

Provide leadership for the City's Redevelopment and Economic Development Department staff and programs.

Initiate, organize, manage and evaluate redevelopment, economic development and rehabilitation programs, projects and activities.

Recommend effective budgetary, financing and economic planning strategies.

Analyze problems and recommend and implement effective solutions.

Select, train, motivate, supervise and evaluate staff.

Initiate and carry out required procedural assignments and use independent judgment and initiative.

Work within, interpret and apply applicable laws, City and department rules and regulations.

Establish and maintain effective relationships with those contacted in the course of work.

Resolve conflict situations in a fair and amicable manner.

Think clearly, logically and rationally under pressure, adhere to multiple deadlines and handle multiple projects.

Communicate effectively orally and in writing.

Prepare clear and comprehensive reports and make effective presentations.

Operate a personal computer and use applicable software.

Meet the public with courtesy and tact.

#### A typical way to obtain the knowledge and abilities is as follows:

#### **Education:**

Bachelors Degree in Management, Business Administration, Public Administration, Engineering, Planning or a related field from an accredited college or university.

#### AND

### Experience:

Eight years of recent, continuous, progressively responsible professional experience in economic development and redevelopment, including three years at the mid-management/supervisory level in organization comparable to Fullerton in terms of the scope of activity.

## **Special Requirements Include:**

Valid and appropriate California Drivers License and acceptable driving record at time of appointment and throughout employment in this position.

Must be able to work flexible and extended hours to accommodate City needs.

The City of Fullerton's Conflict of Interest Code requires that the Director of Development Services file financial disclosure statements in accordance with state and local laws.

## Other:

A graduate degree or some completed graduate level coursework in Management, Business Administration, Public Administration or a related field from an accredited college or university is preferred but not required.

## Physical Tasks and Working Conditions Include the Following:

Work is performed primarily indoors with outdoor work as required. When work is performed outdoors there is full exposure to the elements. The incumbent uses a computer, keyboard and related equipment, drives a vehicle on City business, sits, stands, walks, reaches, bends, twists and grasps. When performing inspections the incumbent may walk and stand on slippery and uneven surfaces and be exposed to vehicular traffic. The incumbent must be able to meet the physical requirements of the class and have mobility, balance, coordination, vision, hearing and dexterity levels appropriate to the duties to be performed.

Fair Labor Standards Act Designation: Exempt – Executive.

Revised December 2004 Revised August 1991