

**CITY OF RICHMOND, CA**  
**HUMAN RESOURCES MANAGEMENT DEPARTMENT**

**PERSONNEL BOARD  
REGULAR MEETING**

**COUNCIL CHAMBERS  
440 CIVIC CENTER PLAZA  
RICHMOND, CA 94804**

**February 27, 2025  
MEETING MINUTES**

The meeting was called to order by Rozma Paiz at 6:15 p.m. on February 27, 2025.

**1. ROLL CALL**

Present: Larry Wirsig, Chair  
Vernetta Buckner, Vice Chair  
Phillip Front, Board Member

**2. AGENDA REVIEW**

- None

**3. STATEMENT OF CONFLICT OF INTEREST**

- None

**4. APPROVAL OF MINUTES**

- a. Regular Meeting Minutes of January 23, 2025

**SPEAKERS:**

Cordell Hinder: Mr. Cordell Hindler stated he listened to the recordings of the meeting and it seems accurate. Mr. Hindler also reviewed the minutes and requested the Board approve the minutes as presented.

Board member Front made a motion to approve the Regular Meeting Minutes of January 23, 2025. Chair Wirsig seconded the motion. The Regular Meeting Minutes of January 23, 2025, by the following vote:

YEA: V. Buckner, P. Front, L. Wirsig. NAY: None. ABSENT: None.

**5. PUBLIC COMMENT**

**SPEAKERS:**

Cordell Hindler: Mr. Cordell Hindler brought forward and requested three items to be placed on the April 24<sup>th</sup> agenda. Mr. Hindler's first request was the approval to revise the classification for Deputy Director of Economic Development. The second item was to approve the addition of an Associate Administrative Analyst for the Office of Neighborhood Safety. The third item was to receive a presentation from Raftelis

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**<http://www.ci.richmond.ca.us/index.aspx?NID=1090>**

regarding the workforce analysis. He explained the request for the addition of administrative staff in the Office of Neighborhood Safety was based on a conversation he had with Michael Romero. Mr. Hindler also spoke with Nannette Beacham about having a Deputy Director of Economic Development to attend conferences related to economic development and the person would be able to report what they learned at the conference. Mr. Hindler also submitted the following job descriptions: Deputy Economic Development Director from the City of Newark, Economic Development Specialist from the City of Walnut Creek, Economic Development Coordinator from the City of South San Francisco, and Economic Development Manager from the City of Redwood City.

Rosanne Ryken: Ms. Rosanne Ryken works at the Richmond Public Library and is a long-standing resident. Ms. Ryken first thanked Mr. Downer for his service to Richmond. Ms. Ryken went on to discuss concerns with the Public Services Support Librarian job specification. She referenced the current job specification, under minimum qualifications – general knowledge of principles and practices of librarianship, including cataloging, bibliography and reference. Ms. Ryken stated these principles are learned at a library school and are necessary training for a library degree. Ms. Ryken also referenced that the job specification states any combination of experience and training that is equivalent to the completion of a master's degree. Ms. Ryken stated nothing is equivalent to a degree. She emphasized the importance of having a librarian with a proper library degree. She also mentioned that the library has an upcoming bookmobile that currently lacks a driver.

**6. CONSENT AGENDA**

- None

**7. NEW BUSINESS**

- a. Approve the Retitle/Revision of Senior Code Enforcement Officer.

It was noted the agenda should be read as Senior Code Enforcement Officer.

**SPEAKERS:**

Sharrone Taylor, Human Resources Director, presented the revision/retitle of Code Enforcement Supervisor to Senior Code Enforcement Officer. Ms. Taylor stated revisions were made to the job description to bring it up to date and to align with the current job duties in the market. The change in the title was intended to better reflect the field-based nature of the position. Ms. Taylor added typically, a supervisor is aligned with someone who would be working in the office or behind the desk but the retitle would ensure that candidates are aware that this person is expected to be out in the field alongside the Code Enforcement Officers. Ms. Taylor introduced Lina Velasco, the Community Development Director, and Eva Mann, the Code Enforcement Manager, to answer any additional questions.

Vice Chair Buckner asked about office staffing during fieldwork. Lina Velasco explained that the office would remain staffed by an Office Specialist, Administrative Analyst, and Code Enforcement Manager.

- Cordell Hindler: Mr. Hindler reviewed the classification and thinks it's fine as is. Mr. Hindler recommended the Board approve the classification as presented by staff and to work with a consultant on the recruitment.

Vice Chair Buckner made a motion to approve the Retitle/Revision of Senior Code Enforcement Officer. Board member Front seconded the motion. The Retitle/Revision of Senior Code Enforcement Officer was approved by the following vote:

YEA: V. Buckner, P. Front, L. Wirsig. NAY: None. ABSENT: None.

- b. Approve the addition of flexibly staffed language to the specific job descriptions.

**SPEAKERS:**

Sharrone Taylor, Human Resources Director, explained the addition of flexibly staffed language to the presented job descriptions. Ms. Taylor added there are a few included classifications such as Information Technology Support Specialists, Network System Specialists, and Maintenance Worker I and II that did not have the flexibly staffed language in them and upon review and recommendation from leadership, the job specifications should also have the language in them. Ms. Taylor added the language allows for promotional opportunities, career advancement, and more earning potential.

Board Member Front expressed his support for the changes and thinks it makes a lot of sense to have the language added.

- Cordell Hindler: Mr. Hindler thanked Ms. Taylor for the report. Mr. Hindler reviewed the language of the classifications and had no objections. He recommended that the Board approve the recommendations presented by staff.

Vice Chair Buckner made a motion to approve the addition of flexibly staffed language to the specific job descriptions. Chair Wirsig seconded the motion. The addition of flexibly staffed language to the specific job descriptions was approved by the following vote:

YEA: V. Buckner, P. Front, L. Wirsig. NAY: None. ABSENT: None.

**8. UNFINISHED BUSINESS**

- None

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**9. REVIEW OF SUBPOENA(S)**

- None

**10. CONSIDERATION OF PROBLEMS AND REPORTS**

- None

**11. ADJOURNMENT OF MEETING**

The meeting adjourned at 6:29 p.m.



# Deputy Economic Development Director

## Class Specification

Revised 9/23

Class ID: 260

Unit: MGMT

Probation: 12 Months

FLSA: Exempt

## DEFINITION

Under direction, leads and provides direction to develop, coordinate, implement, and enhance benefits to the City from economic development, public and private investment, and related activities; initiates key economic activities based on the City's Economic Development Element of the General Plan and relevant specific plans; develops communication and marketing strategies to promote, attract, retain and expand businesses in the City, and develops and encourages public-private cooperation and coordination; evaluates and assesses the local and regional economy, economic and real estate trends, provides economic data, and evaluates asset inventories to inform key City policy decisions; and performs related duties as assigned.

## SUPERVISION RECEIVED AND EXERCISED

Receives general direction from the Community Development Director. May supervise assigned professional and technical staff and direct consultants.

## DISTINGUISHING CHARACTERISTICS

This is a single position, management level classification that plans, develops, implements, and manages the operations for the City's Economic Development Element of the General Plan and relevant specific plans. The incumbent serves as a specialist, liaison, and advocate for economic development programs, has a broad range of independence and is responsible for performing diverse, specialized and complex work overseeing the day-to-day operations of the program. The incumbent has regular contact and develops collaborative relationships with the City's senior management, various government officials, other public agencies, the business community, public, non-profit, and private community organizations, builders and developers, and other agencies and individuals involved in economic development in the City.

## EXAMPLES OF JOB FUNCTIONS (Illustrative Only)

Manage economic development activities including project and program management and initiatives from conception, design, budget development, implementation, to final evaluation; develop and present a comprehensive program to secure business growth in the City and provide support through the process.

Oversee and prepare budget for economic development programs; set goals, monitor performance and provide fiscal oversight as needed.

Design, develop, and implement strategies, policies, incentives, initiatives, partnerships, and other activities for business retention, expansion, and attraction; respond quickly to changing market and economic conditions to maintain a competitive position for the City.

Plan, develop, and implement economic development promotional activities and communications to attract new development and business relationships to the City; design and implement communications and marketing campaigns to promote the City's development activities and businesses within the City; organize and coordinate special programs, events, and media outreach on matters related to economic development in collaboration with the City Manager's office.

Encourage and facilitate development by collaborating with staff to facilitate goals and policies of the Economic Development Element of the General Plan; work closely with staff to facilitate permit processing to achieve economic development objectives and goals and to provide policy, technical, and market support on projects.

Collaborate with staff to resolve legal, financial, environmental, and technical real estate issues associated with development projects and commercial leasing opportunities; gather information and prepare reports on sensitive economic development matters and projects for presentation to senior management.

Formulate policy recommendations to ensure Council goals and objectives are met; evaluate City Council policy recommendations from an economic development and business perspective and recommend options and enhancements as appropriate.

Serve as City representative in various development matters; act as liaison and advocate on economic issues with developers and business owners in the evaluation of real estate developments, and with landlords/brokers and potential tenants in pursuing leasing of commercial vacancies; negotiate and resolve sensitive and controversial issues; resolve land development and entitlement processing issues for businesses and selected land developers; enforce contracts and monitor compliance with existing developer agreements.

Monitor legislation and funding opportunities related to economic development and make recommendations concerning policy and procedural improvements; identify and pursue grant and funding opportunities that leverage city resources for economic development activities; prepare grant and funding applications; administer economic development grants and contracts.

Conduct field investigations of commercial and industrial sites.

Represent the City at a wide variety of industry meetings, conferences, and meetings with local, State, and Federal agencies as well as community meetings; consult with local governments and organizations as well as private developers and individuals regarding economic development issues including land use and property development.

Develop and present written and verbal reports to the City Council, Planning Commission, outside industry organizations and community groups.

Prepare contracts and coordinate the work of engineers, appraisers, architects, urban designers and other consultants to achieve economic development policies and goals.

May lead the work of other professional staff and may supervise clerical, technical, professional, and contract staff.

Develop scope of services and budgets for consultants.

Perform related duties as assigned.

## **QUALIFICATIONS**

### **Knowledge of:**

- Economic development programs and principles including business recruitment, expansion and retention, demographic research, and basic analysis of market conditions and public relations.
- Retail, hotel, and industry retention and recruitment strategies.

- Program and market monitoring and evaluation methods.
- California Local Economic Development practices.
- Real estate principles, the development process, and project management.
- Communication, marketing and promotional practices and strategies related to business and economic development.
- Principles and techniques of report and grant writing, and grant administration.
- Federal, state, and other resources for economic development and business assistance.
- Entitlement processes including zoning, land use and environmental issues, project proformas, and real estate development risk.
- Computer and software applications related to the work.
- Techniques for effectively representing the City with governmental agencies, community groups, business, professional and regulatory bodies and with property owners, developers, contractors, and the general public.

**Skill or Ability to:**

- Administer complex current and advanced economic development activities in an independent and effective manner.
- Plan, organize and implement a comprehensive economic development program, including a proactive outreach and communication program.
- Effectively apply and communicate the principles of economic development to guide and encourage acceptance of Economic Development Element of the General Plan.
- Effectively manage project assignments, operate within budget allocations, meet deadlines, and hire and manage consultants.
- Establish relationships and work effectively in a highly visible position with business leaders, financial institutions, citizen groups and department managers in interdepartmental and diverse team environments.
- Interpret and apply complex rules, regulations, laws, and ordinances.
- Manage the development and maintenance of databases that allow Newark to compete effectively in the regional market.
- Plan, coordinate, and supervise the work of clerical, technical, professional and contract staff.
- Effectively use spreadsheets, PowerPoint, and information from other data sources.
- Communicate complex economic and business issues clearly, concisely, and persuasively, both orally and in writing.
- Skill in public and interpersonal relations in a group setting or in a one-to-one situation and across all ranks and levels in both public and private organizations.
- Effectively represent the department and the City in meetings with governmental agencies, community groups and various business, professional and regulatory organizations, and in meetings with individuals.
- Respectfully and effectively collaborate with a variety of people of varying backgrounds and roles. Demonstrate tact, professionalism, and diplomacy.

**Education and Experience:**

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

Possession of a Bachelor's degree from an accredited college or university in Economics, Business Administration, Marketing, Public Relations, Public Administration, Marketing or a related field, and six (6) years of progressively responsible experience in economic development, redevelopment, real estate development, or related field including two (2) years of supervisory experience. A Master's Degree in Urban Planning, Economics, business Administration, Marketing, Public Relations or Public Administration is desirable.

**License and Certificate:**

Possession of a valid driver license and a satisfactory driving record throughout employment.

**PHYSICAL DEMANDS**

Must possess mobility to work in a standard office setting and use standard office equipment, including a computer, and to operate a motor vehicle to visit various City and meeting sites; vision to read printed materials and a computer screen; and hearing and speech to communicate in person and over the telephone. Finger dexterity is needed to access, enter, and retrieve data using a computer keyboard or calculator and to operate standard office equipment. Positions in this classification frequently sit for prolonged periods of time, bend, stoop, kneel, and reach to perform assigned duties, as well as push and pull drawers open and closed to retrieve and file information. Standing in and walking between work areas is frequently required. Employees must possess the ability to lift, carry, push, and pull materials and objects up to 25 pounds with the use of proper equipment.

**ENVIRONMENTAL CONDITIONS**

Employees work in an office environment with moderate noise levels, controlled temperature conditions, and no direct exposure to hazardous physical substances. Employees may interact with upset staff and/or public and private representatives in interpreting and enforcing departmental policies and procedures. Employees must be available to attend day, evening, and weekend meetings, at various sites within and outside the City.



City of Walnut Creek  
**Economic Development Specialist**

<b>CLASS CODE</b>	C400	<b>SALARY</b>	\$42.04 - \$51.10 Hourly \$3,363.34 - \$4,088.16 Biweekly \$87,446.84 - \$106,292.16 Annually
<b>ESTABLISHED DATE</b>	July 11, 2021	<b>REVISION DATE</b>	August 11, 2021

### Position Description

Function:

To assist with programs designed to attract and retain businesses to the City; to perform outreach and marketing designed to promote Walnut Creek as a business destination; to perform technical duties requiring specialized knowledge; to provide highly responsible para-professional support in Economic Development; and to perform related work as required.

Class Characteristics:

This is a single-position para-professional class in Economic Development that provides staff support and implements programs that have been developed and organized by management staff. The focus of this classification is to support programs designed to attract, expand, and retain businesses by implementing City-wide marketing plans, economic development, and promotional activities.

Supervision Received and Exercised:

Receives general supervision from the assigned manager.

### Representative Duties

Develop marketing and research materials including broker packages and brochures.

Create and maintain high quality web pages.

Assist in developing and implementing a business attraction, expansion and retention (BEAR) program, including conducting and tracking business visits.

Serve as liaison to businesses, brokers, site selectors, and key stakeholders; follow up to ensure issues are resolved.

Process Downtown and South Downtown Business Improvement District annual renewals.

Respond to calls for proposals from state, regional, and site selectors.

Attend meetings, events, and industry conferences representing the City's Economic Development team.

Provide administrative support to the Economic Development Manager and the Economic Development Team.

Provide clerical support and backup coverage for the City Manager's Office.

Build and maintain positive working relationships with co-workers, other City employees, and the public using principles of good customer service.

Foster an environment that embraces diversity, integrity, trust, and respect.

Be an integral team player, which involves flexibility, cooperation, and communication.

Perform related duties as assigned.

### **Qualifications Guidelines**

#### Education and Experience:

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

#### Education:

A Bachelor's degree from an accredited four-year college or university with major coursework in Economics, Business Administration, Public Administration, Marketing, Public Relations, or a related field.

#### Experience:

One year of responsible experience in economic or community development in the public sector, or in marketing/public relations.

#### Licenses and Certifications:

Possession of, or ability to obtain, a valid California driver's license.

#### Knowledge, Skills, and Abilities:

Knowledge of principles and practices of economic development, including business recruitment, expansion, and retention.

Knowledge of relevant local, State, and Federal laws, rules, and regulations related to area of assignment.

Knowledge of basic principles and practices of demographic research and analysis.

Knowledge of techniques and practices of marketing and public relations.

Knowledge of modern office procedures, methods and equipment, including computers and applicable software and database applications.

Ability to implement elements of an economic development program.

Ability to intermittently, review documents related to department operations; observe, identify, and problem solve office operations and procedures; understand, interpret, and explain department policies and procedures; explain operations and problem solve issues for the public and with staff.

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

Ability to interpret and apply relevant policies, procedures, laws, and regulations regarding economic development.

Ability to write effective marketing copy, proposals, press releases, articles, and speeches.

Ability to analyze problems, identify alternatives, and implement recommendations.

Ability to prepare and maintain accurate and complete confidential records and reports.

Ability to use sound judgment in recognizing scope of authority.

Ability to operate and use modern office equipment including computers and applicable software.

Ability to maintain regular attendance and adhere to prescribed work schedule to conduct job responsibilities.

Ability to utilize appropriate safety procedures and practices for assigned duties.

Ability to establish and maintain effective working relationships with those contacted in the course of work.

Ability to work with various cultural and ethnic groups in a tactful and effective manner.

Ability to communicate clearly and concisely, both orally and in

### **Classification History**

New class created July 11, 2021.

### **FLSA Status**

Non-Exempt

City of South San Francisco  
Human Resources Department

**Economic Development Coordinator**  
Class Description

**Definition**

Under general supervision of the Director of Economic & Community Development, performs complex and sensitive economic development and professional planning work in the implementation of economic development programs, including business development, redevelopment planning assistance, advanced planning supervision, plan preparation, community and business outreach, and report preparation; provides staff support to the City's Department of Economic and Community Development; develops and implements planning policies and procedures for the Redevelopment Agency; conducts research and provides economic development services; supports and teams with other City staff working on planning and neighborhood issues; and performs other related duties as assigned.

**Distinguishing Characteristics**

This single-position class is distinguished from other City professional planning classifications by the level, complexity, and citywide implications of project assignments in addition to the provision of administrative, marketing and policy support to the Department of Economic & Community Development.

**Typical and Important Duties**

1. Provides technical assistance to the Assistant City Manager (Director of Economic & Community Development) on negotiations for property acquisition and Redevelopment Agency project planning.
2. Acts as a liaison between Economic Development and the Planning, Engineering and Buildings Divisions.
3. Negotiates agreements with business firms and developers.
4. Prepares studies, business surveys, and staff reports and other documents for action by the City Council and the Redevelopment Agency.
5. Reviews state legislation, which may impact upon the City's economic development and redevelopment programs.
6. Develops and implements programs for business development, business retention and business expansion.
7. Prepares and maintains demographic, market and vacant land database.
8. Develops and implements an Economic Development marketing program.
9. Responds to inquiries regarding economic data, trends, and resources for industrial and commercial development opportunities.
10. Makes presentations to business and community groups.
11. Provides support for advanced planning projects as follows:
  - a. Provides staff support to the Planning Division; prepares a variety of complex reports, graphic materials, and presentations;
  - b. Reviews, prepares comments, and reports on a variety of long-range and

- ongoing projects;
  - c. Makes presentations to the City Council, the Redevelopment Agency, Planning Commission, and various commissions and commissions on Economic Development programs and projects;
  - d. Represents the City in meetings with other agencies and professional groups.
  - e. Prepares requests for proposal, as necessary.
12. Perform related duties and responsibilities as assigned.

### **Job-related Qualifications**

#### *Knowledge of:*

- Theory, principles, and practices of economic and community development, land development, land use economics, demographic research, grant writing, urban, and transportation planning.
- Standard practices of both current and long-range planning, including development and modification of General Plan elements.
- Guidelines of the California Environmental Quality Act (CEQA).
- Applicable local, state, and federal laws and regulations.
- Statistical and research techniques related to the planning practices.
- Techniques for dealing with the architects, engineers, homeowners, City staff, professional service contractors, and representatives of other agencies in an effective manner in redevelopment and economic development projects.
- Report preparation and record keeping techniques.

#### *Ability to:*

- Work directly with the City Manager's Office, the City Council and other City officials.
- Prepare clear, effective, and accurate staff reports, correspondence, policies, procedures, and other written materials.
- Represent the City, the department, or the organizational unit effectively in contacts with representatives of other agencies, City departments, and the public.
- Take a proactive approach to customer service issues.
- Make process improvement changes to streamline procedures.
- Represent the City effectively in contacts with elected and foreign officials, representatives of other agencies, City departments, and the public.

### **Experience and Training**

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

*Experience:* Five years of progressively responsible professional economic development experience with knowledge of economic development, commercial development, and marketing/marketing research. Some exposure to an economic development corporation, private industry council, and a private development or economic development agency desired.

*Training:* Equivalent to a Bachelor's Degree in business administration, public administration, economics, political science, urban planning, or a related field. A Master's degree from an

accredited college or university with major coursework in public policy, real estate development, city, urban or transportation planning, urban studies, or a related field desired.

### **Licenses and Certificates**

All licenses and certificates must be maintained as a condition of employment.

- Possession of, or ability to obtain, a valid, appropriate California driver's license and a satisfactory driving record.

### **Special Requirements**

Essential duties require the following physical skills and work environment:

*Physical Skills:* Able to use standard office equipment, including a computer; sit, stand, walk, kneel, crouch, stoop, squat, twist, and maintain sustained posture in a seated or standing position for prolonged periods of time; vision to read printed materials and a computer screen; hearing and speech to communicate in person, over the phone, and to make public presentations; lift and carry 35 pound boxes, files, and materials.

*Work Environment:* Mobility to work in a typical office and/or field setting.

*Ability to:* Travel to different sites and locations; drive safely to different sites and locations; maintain a safe driving record; work protracted and irregular hours and evening meetings or off-shift work for meeting attendance or participation in specific projects or programs; available for evening meetings.

Approved: March 2008  
Revised Date:  
Former Titles:  
Abolished:  
Bargaining Unit: Mid-management  
ADA Review: 2008  
DOT: No  
Physical: None  
Status: Classified/Exempt  
EEOC: EF10/EJ2  
Category:  
Job Code: M185

**ADA Documentation of Essential Duties**

1. SDE
2. SDE
3. SDE
4. SDE
5. OAE
6. SDE
7. SDE
8. SDE
9. MAE
10. MAE
11. SDE
12. SDE

19 hr / week

## **EXHIBIT A**

### **CITY OF REDWOOD CITY ECONOMIC DEVELOPMENT MANAGER**

#### **DEFINITION**

Under general supervision, the Economic Development Manager develops, coordinates, and implements the City's economic development programs and related activities; initiates key economic activities based on the City's General Plan, Economic Development Action Plan, Downtown Precise Plan, and regional initiatives such as the Grand Boulevard Initiative; provides economic data to inform key city policy decisions; develops and implements marketing, branding and outreach activities for attraction and retention of and businesses to the Downtown area and other key business districts, and performs related duties as assigned.

#### **SUPERVISION RECEIVED AND EXERCISED**

General direction is provided by the City Manager.

Responsibilities may include direct or indirect supervision of professional, technical, and clerical staff.

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

1. Assist in the development and implementation of policies and programs pertaining to the fiscal and economic development of the City.
2. Evaluate and review economic development program goals, objectives, and strategies and recommend changes to programs, policies or procedures that will facilitate ongoing success.
3. Identify, develop and analyze data to assess trends, issues and opportunities affecting businesses and the City.
4. Act as the City's liaison for the Downtown Business Group, Seaport Business Association, the Silicon Valley Economic Development Alliance, the San Mateo County Economic Development Association and other private and public organizations related to business and economic development.
5. Facilitate the attraction, retention, growth and success of Redwood City businesses through active engagement, business assistance, provision of information, marketing, and outreach.
6. Create and foster effective business relationships with key stakeholders to facilitate business attraction and retention that will support the development

**CITY OF REDWOOD CITY**  
**ECONOMIC DEVELOPMENT MANAGER (continued)**

and growth of the Downtown and other city business and employment districts.

7. Identify and pursue grant and funding opportunities that leverage city resources for economic development activities and/or community events in the Downtown and other key business and employment districts; oversee administration of economic development grants and contracts.
8. Identify and recommend revisions to ordinances and policies that hinder business operations in the Downtown and other business corridors to improve economic conditions, functionality, aesthetics, and public safety.
9. Develop and provide information to business representatives and developers regarding the City's development requirements and approval process; assist with the facilitation and coordination of entitlement and permit approval process where appropriate.
10. Prepare staff reports and make presentations for Council and community groups.
11. Coordinate program activities with other City departments, outside agencies, and citizen groups.
12. Perform related duties as assigned.

**JOB RELATED QUALIFICATIONS**

**Knowledge of:**

Principles and practices of economic development, public policy and business development including best practices, statistical analysis, information technology applications

Hands on and effective techniques and information sources related to economic analysis and economic development.

Federal, state, and local programs and resources for economic development activity in urban areas.

Applicable federal, state, and local laws and regulations concerning economic development, real estate, and land use.

Grant writing and grant administration oversight and implementation experience

Effective methods of gaining consensus and building support for objectives

**CITY OF REDWOOD CITY**  
**ECONOMIC DEVELOPMENT MANAGER (continued)**

Principles and practices of organization, administration, budget and supervision.

**Ability to:**

Communicate clearly and concisely, both orally and in writing.

Exercise good judgment, flexibility, creativity and sensitivity in response to changing situations and needs.

Understand and apply interpersonal skills to work effectively with the local business community, internal partners and external partners.

Plan, prioritize, communicate, delegate and monitor a variety of concurrent projects.

Analyze and synthesize data and complex information; write comprehensive reports.

Supervise, train, and evaluate personnel.

Operate a motor vehicle in order to attend meetings at offsite facilities and visit various sites for potential developments/business relocation.

Use a computer, including modern job-related software.

**Experience and Training Guidelines:**

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

**Experience:**

Four years of increasingly responsible experience and demonstrated proficiency in economic or community development, including two years of supervisory experience.

**Training:**

Equivalent to a Bachelors degree from an accredited college or university with major course work in economics, business administration, public policy, public administration, or related field. A Master's degree in a related field is desirable.

**License or Certificate:**

**CITY OF REDWOOD CITY**  
**ECONOMIC DEVELOPMENT MANAGER (continued)**

Possession of, or ability to obtain, an appropriate valid California driver's license.

**Effective Date:** March 19,2012

**Bargaining Group:** Unrepresented

**Status:** Executive Management / Exempt / At-Will