

## **ECONOMIC & BUSINESS RELATIONS MANAGER**

### **DEFINITION & DISTINGUISHING CHARACTERISTICS**

#### **Definition:**

Under general direction, plans, initiates, implements and manages a broad range of economic development, business services, business attraction and retention, marketing, public relations and event programs of the Economic Development Division of the Chief Administrative Office.

#### **Distinguishing Characteristics:**

This single position class has division level responsibility for the overall direction and administration of the County economic development function. The incumbent is responsible for formulating policy, developing goals and objectives, supervising staff, and directing day-to-day operations. Assignments allow for a high degree of administrative discretion and judgment in their execution. This classification is distinguished from the Assistant Chief Administrative Officer classification in that the latter has responsibility for the day to day operations of the County as a whole.

#### **EXAMPLES OF ESSENTIAL FUNCTIONS (Illustrative Only)**

- Develops and directs the implementation of goals, objectives, policies, procedures and work standards for the division.
- Creates, plans, directs and ensures implementation of economic development programs including, but not limited to: business attraction, retention and expansion; marketing and promotions; business outreach; and economic policy implementation and oversight.
- Act as liaison for current and prospective businesses; provide assistance with understanding County development rules, regulations, policies and procedures; assist with permitting and other required processes.
- Prepares and administers the division's budget including the preparation and coordination of State, Federal and other grants.
- Responsible for the supervision of staff including the selection, training, evaluation and discipline.
- Manages and coordinates data collection, research and analysis. Maintains and develops data on business climate, business clusters and composition, growth and opportunity sectors.
- Assists in providing GIS mapping documents for consultants, County staff, and developers; creates mapped data for use with business relocation decisions, staff analysis, and land use decisions; maps data for marketing purposes, sales tax analysis, and other various analyses.
- Directs and participates in the preparation of a wide variety of long and short-term planning and other studies and reports; provides technical assistance to County staff.
- Writes, plans, organizes, and coordinates the dissemination of information to the general public, communications media, public and private sector officials, industry, and businesses.
- Develops requests for proposals, negotiates contracts and manages work of consultants.

- Maintains the County business and economic development web page; gathers current data; writes narratives; and organizes changes in web page layout.
- Maintains effective relationships with a variety of community organizations, groups and the public; makes presentations to various groups including the Board of Supervisors, committees/commissions, public and private sector officials, industry, and businesses.
- Attendance and punctuality that is observant of scheduled hours on a regular basis.
- Performs related work as assigned.

## **MINIMUM QUALIFICATIONS**

### **Education and Experience:**

Where college degrees and/or college course credits are required, degrees and college units must be obtained from an accredited college or university. Courses from non-accredited institutions will not be evaluated for this requirement.

#### **Education:**

Bachelor's degree from an accredited college or university with major coursework in economics, business or public administration, planning or a closely related field. Master's degree in one of the above-referenced areas of study is preferred

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#### **Experience:**

Four (4) years of progressively responsible professional experience and two (2) years of supervisory experience in one or more economic development disciplines, which may include, but is not limited to: business attraction and retention; development and management of public/private partnership projects; job creation; business incentives; real estate development.

### **Other Requirements:**

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

### **Knowledge of:**

- Community and economic development programs and principles including business recruitment, expansion and retention; demographic research and analysis of market conditions and public relations.
- Real estate principles; the development process, including general planning, zoning, and permitting processes; and project management.
- Supervisory principles and practices including work planning and review, and employee selection, training, evaluation and discipline.
- Business, community and neighborhood outreach and processes.
- Research techniques and data analysis.
- Preparation and presentation of informational and promotional materials.
- Intra-governmental and inter-governmental structure and dynamics, including the roles of local, regional, state and federal jurisdictions in the development process.

- Rules, regulations and ordinances pertaining to economic and land development.
- Principles of budget development and administration, preparing grant applications and proposals and administering grant funds.
- Principles and practices of contract administration.
- Computers and computer applications including word processing, geographic information system (GIS), data management, spreadsheets, and proprietary applications as needed.

**Ability to:**

- Analyze economic information such as reviewing financial statements, marketing studies, economic studies, plans, specifications and bid documents.
- Prepare and analyze financial records, statements and reports.
- Prepare grant applications and proposals and administer grant funds.
- Negotiate and coordinate a range of public/private business partnerships including leveraging, deploying and managing public assets, and real estate development.
- Develop and maintain solid partnerships between community and government leaders to promote, support and implement the economic development element of the El Dorado County General Plan.
- Develop effective relationships and stakeholder participation; maintain effective interdepartmental and interagency coordination.
- Exercise sound independent judgment within general policy guidelines.
- Communicate effectively, verbally and in writing.
- Prepare, clear, concise and complete reports and other written materials.
- Establish and maintain effective working relationships with those contacted in the course of the work.
- Select, motivate and evaluate staff and provide for their training and professional development.

**ENVIRONMENTAL CONDITIONS/PHYSICAL DEMANDS**

*The conditions herein are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential job functions.*

**Environment:** Work is primarily performed indoors in a standard office setting.

**Physical:** Primary functions require sufficient physical ability to work in an office setting and operate office equipment; vision in the normal visual range with or without correction sufficient to read computer screens and printed documents; hear in the normal audio range with or without correction. **Frequent** sitting; wrist and arm motions and upward/downward flexion of neck; fine finger dexterity of both hands, ability to grasp and hold; lifting, carrying or pushing objects that weigh up to 15 lbs. **Occasional** standing, walking, bending and reaching; lifting, carrying or pushing objects that weigh 16 – 40 lbs. **Infrequent** climbing, lifting, carrying or pushing objects that weigh more than 40 lbs.

**HISTORY**

**JCN: 1314**

**Created: JUNE 2013**