

DEPUTY DIRECTOR OF COMMUNITY AND ECONOMIC DEVELOPMENT**Definition:**

Under the general direction of and in collaboration with the Director, the Deputy Director of Community and Economic Development performs managerial, administrative and professional functions overseeing the daily operations of divisions and programs within the Community and Economic Development Department including, but not limited to, economic development, housing, redevelopment/successor agency wind-down, planning, building and code enforcement; coordinates assigned activities with other departments, outside agencies and other stakeholders; performs a variety of highly complex and difficult professional-level duties; prepares agenda letters and staff reports; supervises assigned staff, oversees the department budget and performs related work as required.

Essential Duties and Responsibilities:

The responsibilities and essential duties performed on a frequent and recurring basis by an incumbent include the following:

Assists the Director in the planning, organization and management of multiple divisions within the Department.

Provides highly responsible and complex administrative support to the Director.

Directs the vision and activities of assigned Division(s).

Oversees the selection, placement, training and supervision of other employees.

Evaluates work processes and implements best practices.

Oversees the development and administration of the Department's budget.

Oversees the acquisition and administration of grants.

Develops partnerships with other City departments to coordinate relevant projects and programs and increase awareness of Department resources.

Plans, organizes, controls, integrates and evaluates the City's economic development activities and operations; recommends, monitors, updates and manages the implementation of the Economic Development Strategic Plan.

Designs, develops and implements strategies and programs for business attraction, retention and expansion efforts.

Coordinates and serves as City Liaison for economic development activities with regional agencies and organizations, such as workforce training and industry trade councils.

Analyzes and interprets market information regarding a variety of complex data such as sales tax revenues, employment trends and venture capital trends to track, estimate and promote development opportunities. Conducts surveys and other research efforts.

Meets with business representatives and community officials to assist in determining needs for overall growth and development of plans, support activities and programs

and serves as liaison between property owners, businesses, City officials and others regarding development projects and programs.

Acts as a point of contact for business and property owners to discuss issues regarding economic development, business vitality and development processing and permitting.

Provides technical assistance and serves as an advocate for businesses to identify and resolve economic development impediments.

Participates in meetings with advisory groups and provides close cooperation with the City Departments, Chamber of Commerce and other economic development agencies.

Models effective communication and a team approach.

Develops and tracks legislation related to each specific field of discipline.

Directs preparation of staff reports, agenda items, studies and surveys.

Represents the Department at community meetings, public hearings, and professional conferences; initiates and maintains relationships with community and professional organizations.

Prepares, reviews, and presents staff reports, various management and information updates, and reports on special projects as assigned by the Director.

Ensures Department services are provided with exceptional customer service and the highest level of ethical standards.

Meets with businesses, developers and community stakeholders; supports activities, and programs and serves as liaison between property owners, businesses, City officials, and others regarding development projects and programs.

Attends and participates in professional group meetings; maintains awareness of new trends and developments in the development; incorporates new ideas as appropriate.

Administers consultant contracts for professional services.

Conducts on-site project inspections as needed.

Operates modern office equipment including computer equipment and specialized software application programs.

Drives a vehicle on City business.

Other Duties and Responsibilities:

Performs other projects/tasks as assigned.

Class Characteristics:

The Deputy Director of Community and Economic Development is a single incumbent with supervisory responsibilities for multiple divisions over professional, clerical and technical staff. The incumbent serves as the acting Department Head in the Director's absence. Work is assigned and evaluated by the Director through conference and reports.

Contacts and Relationships:

The Deputy Director of Community and Economic Development establishes and maintains contact with staff in the Department and staff in other City departments. Additional contact will occur with members of the City Council and the Planning Commission, community groups, the public, business owners, developers, consultants, landowners, contractors and other public agencies.

Qualification Guidelines:

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

Knowledge of:

Administrative principles and practices, including goal setting, program development, implementation, and evaluation, and supervision of staff, either directly or through subordinate levels of supervision.

Public agency budgetary, contract administration, and City-wide administrative practices related to the functions of the assigned area.

Organization and operation of municipal government.

Business retention and recruitment principles and strategies.

Marketing and public relations techniques used in economic development and tourism promotions.

Economic development structures, organizations and functions; structures and programs for business development.

Local, state and federal economic development programs, issues, trends, grants, etc.

Real estate law, concepts and terminology.

Methods and techniques of eliciting community participation and engagement in economic development issues.

Principles and application of critical thinking and analysis.

Principles and practices of program development and administration.

Principles and practices of municipal budget preparation and administration.

Principles, practices and issues of economic and community development including real estate and land development process.

Pertinent Federal, State, and local laws, regulations and procedures concerning community development.

Principles and practices of grant writing.

Principles of supervision, training, and performance evaluation.

Effective methods for making oral and written presentations including social media and other digital applications.

Negotiating and conflict resolution techniques.

Public relations and customer service techniques.

Modern office practices, methods, and computer equipment and applications related to the work.

AND**Ability to:**

Develop and implement goals, objectives, policies, procedures, work standards, and internal controls for assigned program areas.

Organize work, set priorities and exercising sound independent judgment within established guidelines, including using creative ways to solve issues.

Work effectively with business leaders, financial institutions, citizen groups and department managers in interdepartmental and diverse team environments.

Plan, organize, direct, coordinate, and evaluate the work of supervisory, technical, and office support staff; delegate authority and responsibility.

Implement disciplinary actions when warranted.

Work effectively in a highly visible position.

Interpret and apply complex rules, regulations, laws and ordinances.

Prepare and administer departmental budget; allocate resources in a cost effective manner.

Effectively communicate both orally and in writing fundamental technical information to the business community and general public; prepare clear and concise reports, correspondence, policies, procedures, and other written materials.

Establish and maintain a positive customer service attitude, and effective working relationships with internal and external customers contacted in the course of work and research.

Prepare complex community development and real estate data.

Organize, oversee and participate in major urban and regional planning project review and analyses involving regional, zoning, environmental and demographic issues.

Direct and participate in the research, compilation and analyses of a variety of complex data and draft guidelines, ordinances, procedures and related material.

Develop, direct, participate in and present oral and written staff reports and policy recommendations to commissions, boards, City Council and other groups as needed.

Interpret site plans, maps, plot plans, street measurements and related documents and apply engineering and architectural conversion scales.

Understand and carry out oral and written instructions and use independent judgment and initiative.

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

Handle job stress and maintain composure in public settings.

Meet and serve the public with professionalism, courtesy and tact.

Operate modern office equipment including computer equipment and applicable and specialized software.

Education and Experience:

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

Graduation from an accredited four-year college or university with major coursework in economics, urban and regional planning, public administration, business administration, or a related field. A graduate degree or some completed graduate level coursework in Economics, Urban or Regional Planning, Management, Business Administration, Public Administration or a related field from an accredited college or university is preferred as is certification as a member by the America Institute of Certified Planners.

AND

Four years of progressively responsible experience in a governmental agency relative to economic development, planning, redevelopment, housing or experience in the private sector working with government officials in areas related to local community development.

Special Requirements Include:

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

Must be able to work a flexible schedule to accommodate City needs.

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

Per California Government Code §§3100 – 3109, all public employees are declared to be disaster service workers and must take and subscribe to the oath or affirmation as required.

Physical Tasks and Working Conditions Include the Following:

Work is performed indoors in an office environment and outdoors in the field. When work is performed outdoors there may be exposure to the elements. An incumbent drives a vehicle on City business, sits for extended periods of time, uses a computer, keyboard and related equipment, stands, walks, bends, kneels, reaches and grasps. When in the field, an incumbent may walk on slippery/uneven surfaces and slopes, twist and be exposed to construction materials and dust. An 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.

Established September 2019