

ECONOMIC DEVELOPMENT COORDINATOR

DEFINITION

Under general direction from the Economic Development & Housing Manager, performs complex professional level assignments for the Economic Development Division involving research, design, implementation, and monitoring of programs encouraging economic development in the City of San Carlos. Work includes but is not limited to developing plans and programs related to commercial and industrial business attraction, retention and expansion, financial and economic analysis, participating in financial arrangements for developments; and other duties related to the administration of programs and projects.

SUPERVISION EXERCISED AND RECEIVED

Reports to the Economic Development & Housing Manager and is expected to work independently and with minimal supervision. May exercise direct or indirect supervision of support, technical and professional staff.

ESSENTIAL AND IMPORTANT DUTIES (This list is meant to be representative, not exhaustive. Some incumbents may not perform all the duties listed while in other cases related duties may also be assigned.)

- Develop and implement programs relating to revitalization, business recruitment/retention, economic development and job creation.
- Administer economic development projects and programs from conception, design, budget development, implementation, and financial overview, to final effectiveness evaluation.
- Act as liaison between developers and businesses in the evaluation of real estate developments, and landlords/brokers and potential tenants in pursuing leasing of commercial vacancies.
- Plan, schedule and coordinate real estate, marketing, site development, and business development programs, including developing marketing strategy, evaluating financing, and preparing public information materials.
- Negotiate development transactions consistent with City policies.
- Acquire, manage and dispose of property on behalf of the City.
- Resolve legal, financial, environmental and technical real estate issues involved in development projects and commercial leasing opportunities.
- Encourage and facilitate development by communicating with citizens groups, individuals, and public and private organizations.
- Conduct field investigations of development sites.
- Collect, compile, organize, and analyze data for use in economic development programs and development objectives.
- Prepare comprehensive reports, proposals, and studies related to economic development opportunities and implementation activities.
- Represent the City at a wide variety of community meetings.
- Make written and verbal presentations to City Council, Economic Development Advisory Commission, other Boards and Commissions, outside organizations and community meetings.
- Monitor legislation related to economic development and make recommendations concerning policy and procedural improvements.
- Develop contracts, retain and coordinate the work of engineers, appraisers, architects, etc. for economic development projects.
- Identify and prepare applications for outside funding sources (grants).
- Perform other related duties as assigned.

JOB-RELATED AND ESSENTIAL QUALIFICATIONS

Knowledge of:

- 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; and project management.
- Business and financial instruments and concepts relative to loan packaging.
- Marketing and promotional practices and strategies, especially related to municipal and community promotions.
- Federal, state, and other resources for economic development and business assistance.

Ability and skills to:

- Effectively apply the principles of economic development to projects and programs.
- Effectively manage project assignments; to operate within budget allocations; to meet deadlines; and hire and manage consultants.
- Write clearly and concisely for a variety of audiences; to communicate effectively orally; and to prepare public presentations for a variety of audiences including the community, the business community including the Chamber of Commerce and the Economic Development Advisory Commission.
- Understand and interpret for the public the City's planning, engineering, and building permit processes and prepare written material and content for the City's website on those processes.
- Establish effective relationships with those contacted in the course of work.
- Develop and maintain administrative databases, and work with graphics design software.
- Effective use of Excel spreadsheets, developing PowerPoint presentations, and generating maps and information from Geographic Information Systems (GIS) and other data sources.
- Communicate clearly and concisely, orally and in writing.
- Skill in public and interpersonal relations in a group setting or in a one-to-one situation.

EDUCATION AND TRAINING

Sufficient education and experience to satisfactorily perform the duties of this classification. A typical qualifying background would be:

- Equivalent to a Bachelor's degree in Planning, Economics, Public Administration or Business Administration
- Three to five (3-5) years of experience in economic development, real estate or real estate finance. Graduate degree in an appropriate field may be substituted for one (1) year of experience.

SPECIAL REQUIREMENTS

Speak clearly and understandably; ability to operate a computer; to read, to hear voices and telephone. Ability to travel to various locations within and outside the City of San Carlos to meet program needs and fulfill the job responsibilities. When driving on City business, maintenance of a California driver's license and satisfactory driver's record is required, in compliance with the City's Vehicle Use Policy. Must be able to conduct City business during day and evening hours, including occasional weekend and irregular hours.