

CLASS SPECIFICATION



CLASS: Business Engagement Manager
ALLOCATION: County Administrator's Office
FLSA STATUS: Exempt
UNION AFFILIATION: Non-Represented

ESTABLISHED: July 2022
REVISED:

JOB SUMMARY:

Under general direction, evaluate, develop and present comprehensive programs to secure business growth and modernization in Yuba County; Plan and execute meetings of business and industry representatives to sustain economic diversity and encourage the retention of businesses in Yuba County; Cultivate and maintain lasting positive relationships with businesses. Seek ways to maximize communications between businesses and County officials; Represent the County to outside agencies and organizations; Participate in outside community and professional groups and committees to promote growth accomplishments within the county; Improve business engagement for the county by collaborating with other County departments, assist with projects and help solve problems by facilitating communication and resolving conflicts.

CLASS CHARACTERISTICS:

This is a sole management position and reports directly to the Assistant Community Development Services Agency Director and is characterized by a substantial amount of administrative and fieldwork in support of the County's efforts to attract and retain revenue-generating businesses. This class requires the expertise to create and contribute to cross-department teams and form partnerships within the County and the community. This class is distinguished from the Director of Business Development in that the latter has a higher degree of administrative discretion in the execution of assignments, which are more complex and a require higher analytical skills with additional years of Business and Public Administration.

EXAMPLES OF DUTIES:

Essential:

- Support the growth and economic development of Yuba County by forging strategic and long-term business relationships between the County and its businesses to facilitate business growth within the county.
- Establish, maintain and strengthen relationships to foster cooperation, communication, coordination, and collaboration with key stakeholders within the community and County, including elected officials, regional organizations, individuals and businesses.
- Develop networks by participating in business and industry associations, community meetings and events in support of the County's strategies for government and businesses.
- Engage with diverse community groups and a variety of businesses and establish trusted relationships that will assist in identifying community and business needs; translate findings into information that can tie back to and support County policies, projects, and programs.
- Plan, organize, and direct a proactive public outreach program that will engage and keep the community informed on County goals, progress and achievements in business development.
- Plan and execute meetings of business and industry representatives to encourage the retention, expansion and growth of local businesses.
- Identify and solve problems creating value for both County and the businesses, assist in mitigating risks and issues that impact business growth within the county- helping to ensure county goals and objectives are met.
- Identify opportunities that support business development programs.
- Liaise across departments and cross-functional teams to maximize engagement and provide support to other department's initiatives and projects that encourage long-term private sector investment in Yuba County.
- Actively collaborate with co-workers and other departments on policies, procedures, and organizational and operational issues.
- Assist in developing a proactive business engagement strategy and in the development and implementation of goals, objectives that support business development in Yuba County; Establish critical success factors and key performance indicators to track progress.
- Create engaging presentations to present information and updates to Board of Supervisors and other key stakeholders.

Important:

- Comply with all County equipment and safety policies and procedures, and California Occupational Safety and Health Administration (CalOSHA) rules and regulations.
- Act as department representative in emergency or disaster response activities.
- Use standard office equipment, including a computer, in the course of the work.
- Drive a motor vehicle to locations within the community.
- Attend after business hours events.

EMPLOYMENT STANDARDS:**Knowledge of:**

- Principles and practices of marketing, urban planning, economic and community development, redevelopment, and real estate.
- Recent developments related to the development and planning in Yuba County and California.
- Principles and practices of motivation, team building, and conflict resolution.
- Communication and public speaking principles, media and public relations techniques, information presentation methods and procedures.
- Project Management.

Skill in:

- Fostering constructive and strategic relationships with internal and external stakeholders.
- Independently conducting different and/or complex administrative and analytical studies.
- Outstanding interpersonal, communications skills and the ability to communicate professionally, effectively, and persuasively, both orally and in writing using courtesy, respect, tact, and diplomacy.
- Work effectively within a diverse community.
- Community engagement and public outreach; developing materials for outreach and engagement.
- Bringing others together and reconciling differences.

Ability to:

- Work independently, yet able to collaborate and participate in cross-functional department teams.
- Ability to work on multiple projects simultaneously.
- Collaborate on topics that are sensitive in nature, involving many stakeholders with competing interests.
- Ability to translate community and business needs into information to support County policy, projects, and programs.
- Listen carefully to what other people are saying, take time to understand the points being made, and ask questions as appropriate for clarification.
- Communicate information and ideas in a manner others will understand.
- Prepare and deliver clear, concise and organized reports both written and orally.
- Ability to work outside of normal business hours, including evenings and weekends to participate in community events.

Physical Demands: The physical demands and work environment described here are representative of those that must be met by an employee to successfully perform the essential function of the job, with or without accommodation. Prospective employees must complete a pre-employment medical exam (Occupational Group IV) which will measure the ability to:

- See well enough to read fine print and view a computer screen; speak and hear well enough to understand, respond, and communicate clearly in person and on the telephone; independent body mobility sufficient to stand, sit, walk, stoop and bend to access the work environment and a standard office environment; manual dexterity and sufficient use of hands, arms and shoulders to repetitively operate a keyboard and to write; and the ability to sit or walk for prolonged periods of time.
- Mobility to drive a motor vehicle to attend meetings and events.

Accommodation may be made for some of these physical demands for otherwise qualified individuals who require and request such accommodation.

Work Environment:

- Generally a typical office environment.
- Work requires regular contact with county departments and private organizations, requiring the ability to promote and protect the County’s best interests; contact requires considerable skill, resourcefulness and discretion.
- Attend meetings and events outside of normal working hours; work extended hours as needed.

QUALIFICATIONS:

The minimum and preferred requirements are listed below. While the following requirements outline the minimum qualifications, Human Resources reserves the right to select applicants for further consideration who demonstrate the best qualifications match for the job. Meeting the minimum qualifications does not guarantee further participation in selection procedures.

Licenses and Certification:

- The ability to obtain a valid California Class C driver's license within ten (10) days of employment; maintain throughout employment.

Special Requirements:

- Must successfully complete an extensive and thorough background investigation, which includes Live Scan fingerprinting prior to hire.
- DMV printout prior to hire.
- Will be required to file statements of economic interest with the Yuba County Clerk/Recorder.
- Will be required to perform disaster service activities pursuant to Government Code 3100-3109.

Education and Experience:

MINIMUM: Bachelor’s degree from an accredited four year college or university with major coursework in business or public administration, marketing, public relations, or a related field and two years of progressively responsible administrative analytical experience in public relations, marketing or program management. *Candidates with strong experience who lack the degree are encouraged to apply.*

PREFERRED: In addition to the minimum requirements, possession of an advance degree in an appropriate field and additional progressively related experience preferably in a governmental agency setting.

This class specification lists the major duties and requirements of the job. Incumbent may be expected to perform job-related duties other than those contained in this document.

Dept Approval: Department Head
Date:

Human Resources Approval: Analyst
Date:

Signature:

Signature: _____

EEOC: B
WC: 9410

Established: July 2022