

CLASS SPECIFICATION



CLASS: Director of Business Development
ALLOCATION: County Administrator's Office
FLSA STATUS: Exempt
UNION AFFILIATION: Non-Represented

ESTABLISHED: November 2019

JOB SUMMARY:

Under general administrative direction, designs, implements, monitors and evaluates programs that encourage economic development in the County; develops and implements policies and programs aimed at business expansion, retention, and recruitment; serve as a liaison between public and private agencies to promote business development; facilitates all County business attraction and retention efforts; communicates the elements of the County's economic development and redevelopment strategy to diverse groups; assists in helping build consensus as a facilitator of this strategy; and performs other related duties as required.

CLASS CHARACTERISTICS:

This position reports directly to County Administrator. This is a single-position, at-will classification that resides within the County Administrator's Office.

EXAMPLES OF DUTIES:

Essential:

- Research, analysis, plan, and implement complex economic development activities and services, including marketing and business attraction/retention programs.
- Assess the economic needs, conditions, and trends of the County and develop programs for implementation.
- Coordinate economic development activities, including outreach, referrals, tracking and reporting, focusing business' attention and marketing to areas of economic development, including retention, recruitment, and expansion of businesses.
- Initiate targeted recruitment efforts for development areas.
- Design, compile, and maintain an economic development resource database, including a commercial/industrial real estate inventory, land costs and lease rates, and business and County demographic profiles.
- Research, analyzes, and interprets economic, labor market and other data; conduct special studies; prepare detailed reports and recommendations.
- Keep abreast of the larger developments in federal and state regulations pertaining to economic development.
- Meet with representatives from other governing bodies and community organizations to encourage cooperative action or resolve problems.
- Prepare and/or generates various reports, charts, correspondence and documentation.
- Perform research as required; gathers and analyzes statistical data.
- Meet and negotiate complex disposition and development agreements and owner participation agreements with developers and property owners.
- Recruit, retain, and facilitate expansion of business within the County.
- Act as liaison with other County departments, State agencies, cities, businesses, other outside agencies and community groups to further Yuba County's specific strategic goals; may represent the County Administrator in meetings.
- Evaluate proposals containing incentives to generate or attract new capital, increase business activity, produce employment and diversify the County's economic base
- Develop and implement the County's economic development strategy, including business retention, expansion and attraction efforts.
- Develop professional relationships with economic and workforce development providers, partners, regulatory agencies and governments within the County's region.
- Facilitate the preparation and implementation of grant applications for economic and business development projects and programs.
- Analyze and evaluate issues and proposals, develops recommendations, and directs the implementation of solutions.
- Work with business owners, investors, and developers to encourage and facilitate new investment in the community.
- Conducts field investigations related to economic development plans.

- Plan and execute industry events for County's economic development program.
- Makes oral and graphic presentations or prepares material for presentation to Boards and commissions and community groups; answers questions and provides information and assistance to the public in person, on the telephone and in writing.

Important:

- Comply with all County equipment and safety policies and procedures, and California Occupational Safety and Health Administration (CalOSHA) rules and regulations.

EMPLOYMENT STANDARDS:

Knowledge of:

- Principles, best practices and purposes of business and economic development planning.
- Programs and methods of improving the business and economic development climate with the County.
- Applicable Federal, State, and local planning laws and regulations, including applicable environmental laws and regulations.
- Mathematical, analytical and scientific practices related to the work.
- Sources of funding for economic development, redevelopment and community development activities.
- Research and statistical methods and techniques.
- Municipal/government financing techniques.
- Principles and practices of real estate laws, real estate development, and redevelopment, business recruitment and economic development.
- Principles and practices of marketing techniques.
- Development, construction and operating costs for commercial development.
- Codes, ordinances, resolutions, laws, recent developments, current literature and sources of information related to economic development.
- Principles of grant application and proposal preparation.
- Contract preparation and administration.
- Operation and programs of a personal computer

Skill in:

- Plan, coordinate, and prioritize a variety of projects, including the work of consultants and coordinating with staff and regulatory entities.
- Persuade and motivate individuals and groups toward the successful accomplishment of shared goals and objectives.
- Provide information to the general public regarding business and economic development activities.
- Collect and analyze data and develop complex plans and reports; formulate land use policies for potential projects.
- Evaluate meeting preparation material; prepare agendas for a variety of planning projects for presentation to appropriate commissions, boards and committees.
- Establish and maintain effective work relationships with those contacted in the performance of required duties.

Ability to:

- Listen carefully to what other people are saying, take time to understand the points being made, and ask questions as appropriate for clarification.
- Develop, coordinate and implement an business development program for the County.
- Analyze complex administrative and economic problems, evaluating alternatives and reaching sound conclusions.
- Collect, analyze, and interpret information and data pertaining to economic development activities.
- Coordinate multiple projects and meet critical deadlines.
- Make presentations and speak effectively in public.
- Establish and maintain effective interpersonal relations with the general public and personnel at all organizational levels.
- Instruct, persuade, negotiate and motivate individuals with diverse backgrounds and business interests.
- Administer contracts and grants.

- Prepare comprehensive reports, correspondence, and other written material.
- Interpret and apply laws, regulations, policies and procedures.
- Work closely with prospective residents, property owners, businesses, Realtors, developers and other persons to facilitate development activities.
- Communicate effectively both orally and in writing.
- Operate standard office equipment and audio\visual equipment; operate a motor vehicle; and utilize various software programs relevant to the position.

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 V) 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.
- Drive a motor vehicle in order to attend meetings and inspect /visit various County sites.

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

Work Environment:

- Work is performed both in office and in the field at various residential, commercial, and public buildings, as well as vacant land.
- Travel to trade-shows and conferences.
- The work may work extended hours, weekends, holidays, evenings, or irregular hours.

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 may include Live Scan fingerprinting prior to hire.
- DMV printout prior to hire.
- Must 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 college or university in Business Administration, Public Administration, Economics, Planning or a closely related field and five years of experience in planning, economic development, business development or related field.

Candidates with strong experience who lack the degree are encouraged to apply. *(Include above language only when substitution is to be considered.)*

PREFERRED: In addition to the minimum, a Master's Degree and professional work experience as defined above in a public sector / governmental agency.

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.

Approval: Department Head
Date:

EEOC: A
WC: 9410

Human Resources Approval: Analyst
Date:

Signature: _____

Signature: _____