



CITY OF CHINO

Economic Development Manager

Definition:

Under limited direction, plans, coordinates and implements the activities and operations of the City's Economic Development program; develops and implements marketing programs emphasizing business retention, attraction and development; coordinates activities with other City departments, outside agencies and the general public; supervises subordinate economic development staff; assists in developing and monitoring the economic development budget; assists in negotiating financial agreements; and does related work as assigned.

Class Characteristics:

The Economic Development Manager assists the Director of Community Development in developing, implementing and coordinating the City's Economic Development Strategy. The Economic Development Manager is responsible to: proactively market sites to developers, brokers, industries, and retailers in order to attract businesses to the City; work with existing employers and provides business consulting services to ensure that these employers stay within the City of Chino; and coordinate the offering of business consulting services that support businesses and residents.

Essential Functions:

- Assist in implementing programs to attract, retain, and expand businesses in the City of Chino, and coordinate projects with City departments and outside agencies.
- Respond to inquiries pertaining to business development; send out informational materials marketing specific target areas; assist businesses by facilitating development related processes; and analyze business needs against available programs and make recommendations.
- Serve as a resource for the public including developers, property owners, community organizations, businesses and residents; assist in resolving difficult and sensitive citizen inquiries and complaints.
- Collect, compile, and analyze economic, demographic, and marketing data; maintain economic development data bases, including information on target uses; and develop and create a variety of reports based on data collected.
- Recommend and implement targeted marketing programs for business retention, attraction and development programs; coordinate the design and production of marketing tools, newsletters, maps, marketing brochures and flyers.
- Make presentations to members of the business community; coordinate the City's attendance at trade shows and conventions, seminars and other events; and organize, plan, and implement information forums and workshops for the business community.
- Represent the City with such organizations as the Chamber of Commerce, the County of San Bernardino Economic Development Agency, the San Bernardino

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County Office of Employment Services, and other business related organizations and agencies.

- Research businesses to ensure a thorough understanding of their products and organizational culture; and develop strategies based on research findings.
- Recommend and develop innovative marketing strategies and communication tools to reach a variety of different markets in the promotion of Chino as the best business location opportunity; and meet with existing business customers on service and expansion issues.
- Research and develop recommendations on economic development projects; provide technical staff support to the Director of Community Development; and coordinate and monitor activities of consultants.
- Assist in the development and implementation of goals, objectives, policies and priorities for the Community Development Department; identify resource needs; recommend and implement approved policies and procedures.
- Recommend the hiring of economic development personnel; supervise, train, and evaluate employees.
- As assigned, prepare staff reports and other necessary correspondence in support of major projects and initiatives.
- Assist in the development and monitoring of the economic development program budget.
- Serve as the Zone Liaison for the Chino Valley Recycle Market Development Zone (RMDZ); serve as the coordinator/supervisor of the Chino Business Resource Center (BRC).
- Interact with co-workers at all levels in the organization in a collaborative and customer service-oriented manner.
- Maintain prompt and regular attendance.
- Perform all duties within the context of the City's Mission Statement and Organizational Values.

Qualifications:

Any combination of education and experience that provides the required knowledge, skills, and abilities to perform the essential job duties of the position is qualifying. The incumbent will possess the most desirable combination of training, skills, and experience, as demonstrated in his/her past and current employment history. A typical example includes:

Education:

- High School Diploma or G.E.D. (required).
- Bachelor's degree in public administration, business administration, urban studies, marketing, or a related field (required).

Experience:

- Three years of increasingly responsible work experience with economic development programs.

Knowledge of:

- Federal and state laws, regulations, and procedures concerning economic development projects.
- Financial procedures and regulations.
- Research methods and sources of information related to urban growth and economic development.
- Recent developments, current literature, and sources of information related to economic development planning.
- Budget procedures and techniques.
- Principles and practices of marketing and public relations.
- Principles and practices of public speaking, public contact, and community relations.
- Municipal budgeting processes.
- Data processing systems/applications.

Ability to:

- Research, prepare, and present reports on a variety of economic development projects.
- Communicate clearly and concisely, both orally and in writing.
- Operate programs within allocated amounts.
- Deal tactfully and courteously with internal and external customers.
- Respond to emergency and problem situations in an effective manner.
- Understand, explain, and apply policies and procedures.
- Develop effective marketing tools.
- Analyze unusual situations and resolve them through application of management principles and practices.
- Assist in attracting and retaining businesses.
- Represent the City and/or Department in a variety of meetings.
- Work independently and set priorities.
- Operate a computer and utilize a variety of software programs.
- Deal constructively with conflict and develop effective resolutions.
- Interpret financial statements and cost accounting reports.
- Establish and maintain effective relationships with the community at-large, business owners, and public officials.
- Keep current in the field of planning and economic development.
- Handle confidential matters with discretion.

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Special Requirements:

- Possess a California Driver License and a satisfactory driving record.
- Receive satisfactory results from a background investigation, a physical examination, which includes a drug screen, and an administrative review.

Physical Profile:

Category I; 7, 12.

Employee Unit:

Unrepresented Management

Link to description [here](#)

Revised: 11/20/2014

Replacing Business Development Manager position classification dated 7/1/2014.

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