CITY OF SANTA CRUZ
ECONOMIC DEVELOPMENT COORDINATOR I/II

Reports to: **Director of Economic Development and Redevelopment**
Supervises: **Non-supervisory**
Bargaining Unit: **Mid-Management**

BASIC FUNCTION

Under direction, performs economic development research and related activities; implements and, monitors programs which encourage economic development in the City; develops a strong public relationship with the economic community, including government agencies, non-profit organizations, academic and business institutions, as well as entrepreneurial and civic groups. The position is also responsible for implementing a comprehensive City-wide economic development and redevelopment program for downtown areas throughout the City.

DISTINGUISHING CHARACTERISTICS

The **Economic Development Coordinator I** is a management level classification responsible for performing the full scope of economic development activities and programs. The Economic Development Coordinator I classification is alternately staffed with the **Economic Development Coordinator II** classification. Initially, incumbents perform the full range of tasks of economic development and as experience is gained, there is an expectation to also become familiar with and experienced in redevelopment programs. Incumbents may advance to the higher level classification after gaining the experience and demonstrating a level of proficiency that meets the qualifications of the higher level classification.

TYPICAL DUTIES *(May include but are not limited to the following):*

- Participates in the development of goals and recommendations and implements program objectives, policies and priorities.
- Coordinates and performs project management, administrative and technical duties necessary to achieve project objectives in the areas of economic development, business attraction and retention, small business assistance and business financing, and employment.
- Assists in the development and direction of an effective and efficient economic development organization, including establishing standards, performance goals and procedures.
- Assists Director in the development and management of the economic development work plan; monitors work flow; and reviews and evaluates the work of professional development consultants.
- Prepares and analyzes economic data/reports to determine the economic feasibility or potential of specific redevelopment, transportation or land use plans.

- Assists in the development of marketing and promotional programs to enhance the implementation of economic development activities.
- Identifies opportunities resulting from the University's research activities.
- Writes grants to obtain funds for economic development projects.
- Works closely with local businesses and recruits potential business.
- Responds to inquiries regarding economic data, trends and resources such as industrial and commercial development opportunities.
- Participates with the Economic Development Council and other groups in regional marketing efforts.
- Prepares and maintains demographic, market and vacant land database.
- May occasionally make presentations to business and community groups.
- Coordinates the preparation/implementation of special projects.

ENVIRONMENTAL AND WORKING CONDITIONS:
Position requires prolonged sitting and occasional standing, walking, kneeling, and stooping in the performance of daily activities. The position also requires fine coordination in preparing reports using a computer keyboard. Additionally, the position requires both near and far vision in reading written reports and work related documents. Acute hearing is required when providing phone and personal service.

Some of these requirements may be accommodated for otherwise qualified individuals requiring and requesting such accommodations.

MINIMUM QUALIFICATIONS (*Knowledge, Skills and Abilities*)

Knowledge

Economic Development Coordinator I
- Marketing and promotional techniques used in the economic development area.
- Laws, regulations and procedures pertaining to economic development.
- Economic incentives and business retention methods.
- Business, economic and market forces and indicators.
- Public, business and community relations techniques.

Economic Development Coordinator II
- Principles, practices, and issues of economic and community development including business recruitment, real estate, and land development process.
- Laws, regulations and procedures pertaining to redevelopment.
- Redevelopment finance trends and practices.

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Abilities

Economic Development Coordinator I

- Coordinate and implement an economic development program, including a proactive outreach and communication program which projects the image of the community.
- Work effectively with business leaders, financial institutions, citizen groups and department managers in interdepartmental and diverse team environments.
- Understand and interpret complex rules, regulations, laws, and ordinances.
- Effectively communicate both orally and in writing fundamental technical information to the business community and general public.

Economic Development Coordinator II

- Assist in the development of economic development and redevelopment incentives for business attraction and retention.

EDUCATION AND EXPERIENCE:
Any combination of education and experience that provides the above knowledge, skills and abilities combined with any required licenses is qualifying. A typical way to obtain the required qualifications is to possess the equivalent of the following:

- A Bachelors' Degree in business administration, public administration, urban planning, economics or a related field, and

Economic Development Coordinator I

- Two years of highly responsible experience with economic or community research and development, and business administration.

Economic Development Coordinator II

- Two years of highly responsible experience with economic or community research and development, and business administration plus one year of increasingly responsible experience in redevelopment programs.

Licenses

- Possession at time of hire and continued maintenance of a valid California driver's license and safe driving record.

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DESIRABLE QUALIFICATIONS

- Public administration principles

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