

ECONOMIC DEVELOPMENT MANAGER/PRINCIPAL PLANNER**Definition:**

Under general supervision, performs expert level professional planning work; manages economic development projects and programs including primary responsibility for the day-to-day management and operations of the City's economic development program; provides competent advice to City policymakers, advisory committees, management and the general public; manages complex planning and development projects; responsible for continued redevelopment/successor agency wind-down efforts; and performs related work as required. Areas of activity include economic development, urban planning, redevelopment/successor agency program administration, transportation, housing, contract management and other related areas.

Essential Duties and Responsibilities:

The essential duties and responsibilities of the class include the following:

Plans, manages and oversees the daily functions, operations, and activities of the Economic Development program as well as other units in the Community and Economic Development Department while coordinating effectively with other managers and providing responsible staff assistance to the Community and Economic Development Director.

Manages and participates in the development and implementation of goals, objectives, policies and priorities for assigned programs; makes recommendations for changes and improvements to existing standards, policies, and procedures; monitors work activities to ensure compliance with established policies and procedures.

Serves as project manager on the most complex planning projects and may oversee staff assigned to less complex projects.

Develops and manages long range plans, including General Plan and Zoning Code amendments and oversight of the Economic Development Plan.

Responsible for the continued wind down of redevelopment/successor agency programs, which includes the preparation of state mandated reports, the oversight of former agency owned surplus property and the management of related tenant leases.

Manages complex and sensitive development applications.

Plans, directs, coordinates, reviews and participates in data collection and analyses.

Prepares and presents statistical and narrative reports and findings for the Planning Commission and City Council.

Organizes a variety of meetings and conducts public workshops to include quarterly economic development round tables and the annual Council Reception for Business.

Monitors and ensures City compliance with applicable laws and guidelines.

Inspects work sites and projects as needed.

Recommends, prepares and oversees the budget of assigned programs and assists in the preparation of the department budget.

Prepares and presents correspondence, staff reports and presentations; serves on a variety of task forces, organizations and committees, and represents the City at meetings with citizens, City Council Members, Commissioners, staff and representatives of other public or private agencies.

Participates in the selection of staff; plans, prioritizes, assigns, supervises, reviews and participates in the work of staff responsible for providing services within the assigned section or division.

Meets with economic development personnel in other agencies and cities.

Manages contracts for services and directs and supervises the work of and provides direction to professional and technical consultants and contractors

Reviews and analyzes a variety of records, reports and other data, prepares written correspondence and maintains records.

Coordinates planning activities with other departments, and acts as staff liaison to City Council appointed committees

Arranges media coverage of Fullerton businesses.

Makes oral and written presentations.

Drives a vehicle on City business.

Other Duties and Responsibilities:

Performs other projects/tasks as assigned.

Lifts and carries office records, meeting supplies and other items weighing 30 pounds or less.

Class Characteristics:

The Economic Development Manager/Principal Planner is a single incumbent program manager and professional planning class in the planner series in the Community and Economic Development Department with broad responsibility for the implementation and management of assigned areas.

Contacts and Relationships:

The Economic Development Manager/Principal Planner establishes and maintains contact with

Economic and Development Manager/Principal Planner

staff in the Community and Economic Development Department and in other City Departments. Additional contact will occur with members of various commissions, City Council, non-profit organizations, local and non-local businesses and other governmental agencies, consultants, contractors, vendors and the public.

Qualification Guidelines:

The knowledge and abilities which are required to perform the duties and responsibilities of this class are as follows:

Knowledge of:

Advanced principles, concepts, practices, procedures and techniques of urban planning, regional planning, zoning, community development, land use and architectural design.

California Environmental Quality Act, California Subdivision Map Act, California Air Quality Management Plan, National Environmental Protection Act, Redevelopment/Successor Agency laws, and other related planning, zoning, and development laws.

National Pollutant Discharge Elimination System (NPDES) general requirements.

Real estate law, concepts and terminology.

Building practices as they relate to plan review.

Municipal operations and intergovernmental relations.

Advanced principles, practices, methods and procedures of data collection and research techniques.

Effective management and supervisory techniques.

Principles and methods of project management related to the planning function.

Methods and techniques of complex contract negotiations and administration related to area assigned.

Conflict resolution techniques.

Budgeting methods and procedures.

Methods of making effective oral and written presentations.

Local rules, regulations and procedures regarding proper permits and financing for business expansion and new business.

Federal and State laws as they relate to areas of responsibility.

Methods of analysis and research techniques.

Working knowledge of economic concepts and the local economy.

English usage, spelling, grammar and punctuation.

Modern office practices, methods and computer equipment and applications related to the work.

AND

Ability to:

Understand and interpret zoning codes and ordinances.

Read plans and maps.

Develop and present policy recommendations and oral and written presentations to applicable commissions and to the City Council.

Direct and participate in the research, compilation and analyses of a variety of complex data and draft guidelines, ordinances, procedures and related material.

Direct, participate in and present oral and written staff reports and policy recommendations to the Planning Commission, City Council and other groups as needed.

Organize and conduct independent, professional research and collect, analyze and interpret statistical data.

Manage, supervise, train, evaluate and provide technical advice to staff; supervise, organize and review the work of professional and technical staff.

Communicate effectively orally and in writing.

Use independent judgment and initiative.

Resolve conflict situations in a fair and amicable manner.

Adhere to multiple deadlines and handle multiple projects.

Prepare loan applications.

Establish and maintain effective relationships with those contacted in the course of work.

Organize and conduct meetings.

Interpret and apply applicable laws, rules and regulations.

Meet and serve the public with professionalism, courtesy and tact.

Handle job stress and maintain composure in public settings.

Operate modern office equipment including computer equipment and applicable and specialized software.

Education and Experience:

Any combination of training and experience, which would provide the required knowledge, skills and abilities is qualifying. A typical way to obtain the required qualifications would be:

Bachelor's Degree in Urban and Regional Planning, Public Administration, Business Administration, Economics, or a closely related field from an accredited college or university. A graduate degree or some completed graduate level coursework in Economics, Urban or Regional Planning, Management, Business Administration, Public Administration or a related field from an accredited college or university, as is certification as a member by the American Institute of Certified Planners, is preferred.

AND

Four years of progressively responsible experience in a governmental agency relative to planning, economic development, redevelopment and/or related field.

Physical Tasks and Working Conditions Include the Following:

Work is performed in an office environment and in community field work settings. The incumbent stands and walks, climbs stairs, grasps, lifts and carries items weighing 30 pounds or less and may occasionally be exposed to a variety of products/chemicals used in manufacturing. The Economic Development Manager/Principal Planner drives a vehicle on City business. Indoor office work requires sitting at a desk or table for periods of time and the use of a computer and screen. The incumbent must be able to meet the physical requirements of the class and have mobility, vision, hearing and dexterity levels appropriate to the duties to be performed.

Special Requirements:

Valid and appropriate California Driver's License and acceptable driving record at time of appointment and throughout employment in this position. Employees in this classification will be enrolled in the Department of Motor Vehicles Government Pull Notice Program.

Must be able to work flexible and extended hours to accommodate City needs.

The City of Fullerton's Conflict of Interest Code requires that the Economic Development Manager/Principal Planner file financial disclosure statements in accordance with state and local laws.

Per California Government Code §3100 - 3109, all public employees are declared to be disaster service workers and must take and subscribe to the oath or affirmation as required.

Fair Labor Standards Act Designation: Exempt

Established December 2021