

City of South San Francisco  
Human Resources Department

**Economic Development Coordinator**  
Class Description

**Definition**

Under general supervision of the Director of Economic & Community Development, performs complex and sensitive economic development and professional planning work in the implementation of economic development programs, including business development, redevelopment planning assistance, advanced planning supervision, plan preparation, community and business outreach, and report preparation; provides staff support to the City's Department of Economic and Community Development; develops and implements planning policies and procedures for the Redevelopment Agency; conducts research and provides economic development services; supports and teams with other City staff working on planning and neighborhood issues; and performs other related duties as assigned.

**Distinguishing Characteristics**

This single-position class is distinguished from other City professional planning classifications by the level, complexity, and citywide implications of project assignments in addition to the provision of administrative, marketing and policy support to the Department of Economic & Community Development.

**Typical and Important Duties**

1. Provides technical assistance to the Assistant City Manager (Director of Economic & Community Development) on negotiations for property acquisition and Redevelopment Agency project planning.
2. Acts as a liaison between Economic Development and the Planning, Engineering and Buildings Divisions.
3. Negotiates agreements with business firms and developers.
4. Prepares studies, business surveys, and staff reports and other documents for action by the City Council and the Redevelopment Agency.
5. Reviews state legislation, which may impact upon the City's economic development and redevelopment programs.
6. Develops and implements programs for business development, business retention and business expansion.
7. Prepares and maintains demographic, market and vacant land database.
8. Develops and implements an Economic Development marketing program.
9. Responds to inquiries regarding economic data, trends, and resources for industrial and commercial development opportunities.
10. Makes presentations to business and community groups.
11. Provides support for advanced planning projects as follows:
  - a. Provides staff support to the Planning Division; prepares a variety of complex reports, graphic materials, and presentations;
  - b. Reviews, prepares comments, and reports on a variety of long-range and

- ongoing projects;
  - c. Makes presentations to the City Council, the Redevelopment Agency, Planning Commission, and various commissions and commissions on Economic Development programs and projects;
  - d. Represents the City in meetings with other agencies and professional groups.
  - e. Prepares requests for proposal, as necessary.
12. Perform related duties and responsibilities as assigned.

### **Job-related Qualifications**

#### *Knowledge of:*

- Theory, principles, and practices of economic and community development, land development, land use economics, demographic research, grant writing, urban, and transportation planning.
- Standard practices of both current and long-range planning, including development and modification of General Plan elements.
- Guidelines of the California Environmental Quality Act (CEQA).
- Applicable local, state, and federal laws and regulations.
- Statistical and research techniques related to the planning practices.
- Techniques for dealing with the architects, engineers, homeowners, City staff, professional service contractors, and representatives of other agencies in an effective manner in redevelopment and economic development projects.
- Report preparation and record keeping techniques.

#### *Ability to:*

- Work directly with the City Manager's Office, the City Council and other City officials.
- Prepare clear, effective, and accurate staff reports, correspondence, policies, procedures, and other written materials.
- Represent the City, the department, or the organizational unit effectively in contacts with representatives of other agencies, City departments, and the public.
- Take a proactive approach to customer service issues.
- Make process improvement changes to streamline procedures.
- Represent the City effectively in contacts with elected and foreign officials, representatives of other agencies, City departments, and the public.

### **Experience and Training**

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

*Experience:* Five years of progressively responsible professional economic development experience with knowledge of economic development, commercial development, and marketing/marketing research. Some exposure to an economic development corporation, private industry council, and a private development or economic development agency desired.

*Training:* Equivalent to a Bachelor's Degree in business administration, public administration, economics, political science, urban planning, or a related field. A Master's degree from an

accredited college or university with major coursework in public policy, real estate development, city, urban or transportation planning, urban studies, or a related field desired.

### **Licenses and Certificates**

All licenses and certificates must be maintained as a condition of employment.

- Possession of, or ability to obtain, a valid, appropriate California driver's license and a satisfactory driving record.

### **Special Requirements**

Essential duties require the following physical skills and work environment:

*Physical Skills:* Able to use standard office equipment, including a computer; sit, stand, walk, kneel, crouch, stoop, squat, twist, and maintain sustained posture in a seated or standing position for prolonged periods of time; vision to read printed materials and a computer screen; hearing and speech to communicate in person, over the phone, and to make public presentations; lift and carry 35 pound boxes, files, and materials.

*Work Environment:* Mobility to work in a typical office and/or field setting.

*Ability to:* Travel to different sites and locations; drive safely to different sites and locations; maintain a safe driving record; work protracted and irregular hours and evening meetings or off-shift work for meeting attendance or participation in specific projects or programs; available for evening meetings.

Approved: March 2008  
Revised Date:  
Former Titles:  
Abolished:  
Bargaining Unit: Mid-management  
ADA Review: 2008  
DOT: No  
Physical: None  
Status: Classified/Exempt  
EEOC: EF10/EJ2  
Category:  
Job Code: M185

**ADA Documentation of Essential Duties**

1. SDE
2. SDE
3. SDE
4. SDE
5. OAE
6. SDE
7. SDE
8. SDE
9. MAE
10. MAE
11. SDE
12. SDE