

ECONOMIC DEVELOPMENT SPECIALIST IIIDEFINITION

Under direction of the Economic Development Manager in the Community Development Agency, plans, develops, organizes and administers various programs to encourage physical revitalization and economic growth within Santa Ana.

ESSENTIAL FUNCTIONS INCLUDE BUT ARE NOT LIMITED TO

Directs, coordinates, monitors and evaluates economic development programs. Conducts economic research concerning the City's business base; conducts economic analyses, market feasibility studies, and other related research. Analyzes financial requirements of business interests interested in financial assistance. Designs and implements a business retention/attraction program. Prepares applications for grants-in-aid and oversees approved grant programs such as the State Enterprise Zone and Federal Empowerment Zone. Plans and directs marketing efforts, including media relations, print materials and advertising. Plans and implements programs to encourage import/export trade. Establishes and maintains communications and coordinates activities with organizations such as private business firms, public agencies and the general public to promote and facilitate economic development. Coordinates the Division budget. Supervises subordinate-level employees and assumes responsibility for the Economic Development Division in the absence of the Economic Development Manager. Performs other functions as assigned.

DISTINGUISHING FEATURES OF THE CLASS

This is skilled professional work of a highly responsible nature requiring the application of knowledge and skills gained through specialized training and experience, the exercise of considerable initiative and discretion, and the use of seasoned judgment. The incumbent is expected to address complex issues and to recommend and implement solutions in a timely and effective manner. Errors in judgment and/or lack of initiative may result in serious consequences in lost opportunities, money and/or prestige.

CHARACTERISTICS OF SUCCESSFUL PERFORMERS

Successful performers are able to coordinate multiple tasks and projects while being detail oriented. These individuals are adaptable, resilient, persistent and comprehend broad policy objectives. They are self-starters who manage complex projects with minimal supervision, and have excellent administrative, interpersonal and communication skills.

RECOMMENDED MINIMUM QUALIFICATIONS

Three years of progressively responsible experience in local government or private economic development programs, one year of which must be as program manager or project leader. Graduation from an accredited college or university with specialization in economics, business administration, public administration, commercial finance, or a directly related field may be used in combination with experience to meet the minimum qualifications; or any equivalent combination of experience and training which provides the following knowledge, skills and abilities.

DESIRABLE KNOWLEDGE SKILLS AND ABILITIES:

Thorough knowledge of: Commercial/industrial development financial requirements; business finance; laws and procedures relating to foreign trade zones; requirements of federal, state and local financial incentive and grant programs; tax-exempt and taxable private purpose development bonds; practices and economics of urban commercial industrial development programs; developing and monitoring large budgets; State Enterprise Zones and workforce development programs.

Ability to: analyze, interpret and draw sound conclusions from technical and statistical data successfully negotiate complex financial transactions; prepare and present comprehensive reports; establish and maintain cooperative working relationships and direct subordinate-level employees.

Class title established per Council Resolution No. 86-99,
effective 11-1-86

Revised: 2/01

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ADA approved: 3/01