

CITY OF HAYWARD

CHIEF ECONOMIC DEVELOPMENT OFFICER

DEFINITION

To plan, direct, supervise and coordinate the work of the Economic Development Division of the City Manager's Office. The Chief Economic Development Officer will represent the modern principles and practices of Economic Development including real estate development, economics, financial analysis, public/private development and property acquisition.

SUPERVISION RECEIVED

Receives general direction from the City Manager or Assistant City Manager.

SUPERVISION EXERCISED

Provides direct and indirect supervision to professional, technical and clerical staff.

ESSENTIAL DUTIES

Developing, expanding and supporting city and other partner agency workforce and entrepreneurial development programs through collaborative efforts. Partner agencies may include, but are not limited to: 1) State and County workforce development agencies, 2) educational institutions such as regional occupational programs (ROPs), Hayward Unified School District, CSU East Bay, and Chabot Community College, and 3) private employers. This work may also include promoting local hiring, including youth employment and paid internships, to increase community ownership and resident retention, help achieve a more positive jobs-housing balance, and reduce regional commuting, gas consumption, and greenhouse gas emissions.

Supporting the decision-making and marketing of community special events that promote the City of Hayward. This work may include collaborating with businesses, business organizations, and the community to promote events and festivals that help residents and visitors develop positive associations with the city and the Hayward business community.

Assists in the development and implementation of goals, objectives, policies and priorities of the division.

Develops an achievement plan, organizes, controls and evaluates the functions and activities of the division, including economic forecasting and economic indicators.

Oversees business loans and related financial matters.

City of Hayward
Chief Economic Development Officer
Page 2 of 4

ESSENTIAL DUTIES (continued):

Coordinates program activities with other City departments, outside agencies and citizens groups.

Conducts research studies, needs assessments and analyses related to areas of responsibility.

Guides the implementation of the City's economic development strategic plan.

Develops policy, strategy and program implementation recommendations for economic development efforts, and articulates program accomplishments.

Serves as staff and prepares or directs preparation of reports, studies, analyses and recommendations to the Hayward Economic Development Committee.

Presents staff recommendations to the City Council and council committees, boards and commissions and other public bodies.

Oversees development and administration of Economic Development grants and develops new sources of funding.

Coordinates project activities, including real estate acquisition and disposition, relocations, demolitions, rehabilitation and construction.

Oversees and assists in the development of marketing and branding strategies for the City.

Assists potential developers in navigating the City's development processes.

Assists in budget preparation and administration.

Supervises, trains and evaluates professional, technical and clerical staff.

Performs related duties as assigned.

JOB RELATED AND ESSENTIAL QUALIFICATIONS

Knowledge of:

Principles and practices of public administration and economic development.

Federal, state and local programs and resources for economic development, and business assistance.

City of Hayward
Chief Economic Development Officer
Page 3 of 4

JOB RELATED AND ESSENTIAL QUALIFICATIONS (continued):

Knowledge of (continued):

Joint public/private sector approaches and techniques to stimulate economic activity in urban areas.

Financing techniques for real estate, business and industrial development.

Program monitoring and evaluation methods, and knowledge of California Local Economic Development and practices.

Local land use development practices and policies.

National Environmental Policy Act, California Environmental Quality Act and other environmental laws.

Ability to:

Identify community and economic development needs.

Plan, organize and coordinate complex studies, programs and projects.

Interpret and apply federal and state regulations.

Communicate clearly and concisely, orally and in writing.

Plan, coordinate and supervise the work of professional and technical staff.

Write grants.

EXPERIENCE AND EDUCATION

Any combination of experience and education that could likely provide the required knowledge and abilities would be qualifying. A typical way to obtain the knowledge and abilities would be:

Experience: Four years of recent professional experience in city, county or regional economic development and planning, or a closely related field involving capital improvements, data analysis and supervision of staff.

Education: Equivalent to a Bachelor's Degree from an accredited college or university with major work in public or business administration, planning, economics or a closely related field.

City of Hayward
Chief Economic Development Officer
Page 4 of 4

SPECIAL REQUIREMENTS

Essential duties require the mental and/or physical ability to: work in a standard office environment; travel to various locations and participate in meetings to conduct City business during day and evening hours; grasp, perform repetitive hand movements and fine coordination to prepare documents and data using a computer keyboard and mouse/trackball, use standard office equipment; sit for prolonged periods of time; stand, walk, reach, twist, turn, kneel, bend, squat and stoop in the performance of daily office activities; converse by telephone, in person, and to small or large groups and be clearly understood; read and comprehend technical and complex documents; interact with the public and all different levels of City staff in a professional manner; and safely lift, carry and maneuver office supplies and equipment, documents, or boxes of examination, training, or other human resources related materials, weighing up to 40 pounds. Essential functions must be performed with or without reasonable accommodations.

PROBATIONARY PERIOD: One (1) year
(TBD)

September 2022

AAP GROUP: 2

FPPC STATUS: Designated

FLSA STATUS: Exempt