

CITY OF COMMERCE

ECONOMIC DEVELOPMENT, SUSTAINABILITY & BEAUTIFICATION COORDINATOR

Department: **Public Works & Development Services**

Revised Date: **2018**

Class Code: **XXXX**

FLSA Status: **XXXX**

GENERAL PURPOSE: Under the direction of the Department of Public Works & Development Services for the City of Commerce and guided by the Green Zones Action Plan (GZAP), design, develop and offer support services to new and existing businesses to cultivate a healthy green economy in the City of Commerce, while creating , administering and overseeing programs and efforts designed to promote a sustainable economy through business development, retention, attraction, and beautification including the promotion of City-sponsored projects and initiatives.

PRIMARY DUTIES AND RESPONSIBILITIES:

The following duties ARE NOT intended to serve as a comprehensive list of all duties performed by all employees in this classification, only a representative summary of the primary duties and responsibilities. Incumbent(s) may not be required to perform all duties listed and may be required to perform additional, position-specific duties.

- Identify appropriate business types to attract to the City of Commerce based, initially, on the results of a Market Analysis and other applicable measures.
- Create marketing and outreach program to attract targeted new businesses.
- Promote the City's image to retain existing business and attract new business.
- Communicate the elements of plans and programs to new and existing business.
- Establish and manage a voluntary business retrofit program for existing and new business
- Seek grant funding opportunities to implement the business retrofit program and other programs created to address the related goals of the City.
- Work with new and existing businesses to create Green Business Banner Program.
- Establish metrics to track the success of the Office of Economic Development, Sustainability & Beautification.
- Provide monthly progress reports on the success of the Office to the Public Works & Development Services Director.
- Create recommendations to further improve and expand the Office of Economic Development, Sustainability & Beautification.

JOB DESCRIPTION

ECONOMIC DEVELOPMENT, SUSTAINABILITY & BEAUTIFICATION COORDINATOR

- Serve as liaison between the business community, residents of the City of Commerce, and the City Government.
- Strengthen the long-term sustainability of the City of Commerce and assist in the furthering of a healthy green economy in the City.
- Coordinate efforts of all appropriate Departments and agencies required to plan and implement business assistance programs.
- Administers contracts between the City and appropriate Federal agencies involved with economic development.
- Conducts studies and prepares reports and other documents for action by the City Council.
- Analyzes and recommends appropriate changes to proposed economic development legislation which may impact the City.
- Contacts and encourages business outside the City to relocate within the City.
- Analyzes existing and future financial resources and encumbrances of the City and the impact of economic development programs on these resources and encumbrances.
- Create, update, and maintain a plan for Economic Development, Sustainability, and Beautification for the City.
- Oversee and participate in the development and implementation of goals, objectives, policies, procedures, and priorities for the Office of Economic Development, Sustainability, and Beautification.
- Oversee and participate in the selection and management of consultants and contractors for activities and services that promote environmental, economic, and social sustainability and beautification.
- Keep abreast of emerging trends, innovative practices, and changes to legislative and technical developments in related fields. Inform Department staff of changes and new developments and makes recommendations as necessary.
- Develop policies and procedures for programs related to Economic Development, Sustainability and Beautification.
- Collaborate with property owners, merchants, and developers to plan, organize and implement projects and programs intended to enhance the economic vitality of the City.
- Coordinate, analyze, and monitor related projects.
- Analyze economic feasibility of proposed real property transactions and projects and makes appropriate recommendations.
- Develop financing plans to implement proposed projects and programs.
- Prepare a wide variety of financial, technical and operational reports.

JOB DESCRIPTION

ECONOMIC DEVELOPMENT, SUSTAINABILITY & BEAUTIFICATION COORDINATOR

MINIMUM QUALIFICATIONS:

Education and Experience:

Bachelor's Degree in Business Management, Public Administration, Economics, Marketing, Urban Planning or related field which provides the knowledge to form the essential functions of the position; AND 5 years' experience in urban planning, local government finance and economics, marketing outreach, public works, and building & safety operations. Experience in grant writing, permit processing, and established relationships with utility companies is a benefit.

Required Licenses or Certifications:

- Must possess a valid California Driver's License.

Required Knowledge of:

- City organization, operations, policies and procedures.
- Economic development, sustainability, and beautification practices.
- Federal, State and local laws, rules and regulations governing business administration.
- Project management and administration to implement efficient and cost effective services and programs within allocated resources.
- Principles and practices of administrative management, including personnel rules, cost accounting, budgeting, procurement, contract management, and employee supervision.
- Contract administration and negotiation principles and techniques.
- Business and technical spreadsheet software applications.
- Record keeping and file maintenance principles and procedures.
- Principles and practices of real estate finance and development.
- Federal, State and Local economic development programs and regulations.
- Principles of zoning.
- Basic principles and practices of Federal and State environmental law.
- Contracts management.
- Research techniques.
- Public and private funding sources and requirements.
- Budget development and management.
- Projects and program management.
- Supervisory principles, practices and techniques.
- Effective customer service techniques.

Required Skill in:

- Understanding and use of business sustainability practices.
- Analyzing issues, evaluating alternatives, and making logical recommendations based on findings.

JOB DESCRIPTION

ECONOMIC DEVELOPMENT, SUSTAINABILITY & BEAUTIFICATION COORDINATOR

- Assuming management level responsibilities and making appropriate decisions, while assuring compliance with City goals and objectives.
- Interpreting and applying Department standards and City policies.
- Analyzing City needs and prioritizing and promoting programs to meet objectives.
- Presenting reports and information in a public speaking setting such as public hearings and business community forums.
- Interpreting technical instructions and analyzing complex variables.
- Meeting critical time deadlines.
- Using initiative and independent judgment within established procedural guidelines.
- Assessing and prioritizing multiple tasks, projects and demands.
- Establishing and maintaining cooperative working relationships with City employees, public officials, local community members and organizations, local business owners, and representatives from other local, state and Federal agencies.
- Effective verbal and written communication.
- Developing, implementing, evaluating, and managing projects and programs.

Physical Demands / Work Environment:

- The majority of the work is performed in a standard office environment with field visits as required.