

Department:	Development Services
Bargaining Unit:	Mid Management
Salary Range:	M 61
Last Revision:	September 2005

---

**CITY OF HOLLISTER**  
**ECONOMIC DEVELOPMENT MANAGER**

---

**DEFINITION:**

Directs economic development planning activities for the City. Negotiates with industry representatives to encourage location in the area. Directs activities, for example research, analysis, and evaluation of technical information to determine feasibility and economic impact of proposed expansions and developments. Confers with governmental officials, business advocacy groups, to effect changes in local policies or ordinances to encourage effective development.

**SUPERVISION EXERCISED:**

Receives direction from the Development Services Director.

May exercise supervision over technical and clerical staff.

**EXAMPLE OF IMPORTANT AND ESSENTIAL DUTIES:** Duties may include, but are not limited to, the following:

Serves as a liaison and facilitator for developing, expanding and enhancing local city businesses.

Develops and implements marketing strategies for attracting new businesses to the community.

Develops and implements programs for enhancing local businesses, to include the use of grant-funded programs, loans and other available funding sources.

Administers a program of business and industry assistance and incentives, including outreach, referrals, marketing, tracking, reporting and location assistance.

Acts as the primary City liaison to other City Departments, County offices, regional entities and State and Federal agencies on matters relating to business expansion, retention and recruitment.

Promotes adoption and implementation of action plans encouraging economic development within the City.

**EXAMPLE OF IMPORTANT AND ESSENTIAL DUTIES (cont.):**

Prepares reports and makes presentations to the City Council, City management, and various community groups.

Collects key market data and tracks economic trends. Data collected on effect of transportation improvements, retail markets and trends in the labor market/employment, real estate, industrial structure and population demographics

Negotiates and monitors contracts for services for the Development Services Department related to economic development.

Researches, prepares, and monitors grant applications and other alternative funding opportunity.

Develops and maintains a comprehensive economic database on the Hollister area

Responds to inquiries on economic data, trends and resources.

Develops and implements business retention, expansion and conversion strategies.

Coordinates preparation and implementation of special projects; writes reports.

Perform related duties as assigned.

**JOB RELATED AND ESSENTIAL QUALIFICATIONS**

**Knowledge of:**

Operations, services and activities of an economic development program.

Commercial/industrial real estate practices and site selection procedures.

Marketing, public information, and promotional techniques.

Principals and practices of program development and administration.

Public relation concepts and practices.

Principles and practices of demographic research and analysis.

Statistics and mathematics applicable to economic analysis and principles, economic performance measures.

Practices and procedures of grant writing.

**Ability to:**

Plan, prioritize and direct varied community development activities.

Delegate authority and responsibility as well as schedule and program work on a long-term basis.

Communicate clearly and concisely, both orally and in writing.

Interpret and explain City policies and procedures.

Work independently with minimal supervision.

Organize work, set priorities and exercise sound independent judgment within established guidelines, including using creative ways to solve issues.

Work effectively with business leaders, financial institutions, citizen groups, elected officials and department managers in interdepartmental and diverse team environments.

Interpret and apply complex rules, regulations, laws and ordinances.

Research and prepare complex community development data.

Operate a personal computer and programs used in the course of work.

Assist in the development and maintenance of an operating budget.

**Experience and Training Guidelines**

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

**Experience:**

Three to five years of progressive economic development, urban planning, public administration, economics, business administration, or closely related field, experience with a track record of developing and implementing business attraction and retention programs. Supervisory experienced is preferred.

City of Hollister  
Economic Development Manager (Continued)

---

**Training:**

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

**License or Certificate:**

Possession of an appropriate valid California driver's license.

**Effective Date: September 6, 2005**

Adopted September 6, 2005  
Resolution

Revised September 6, 2005  
Resolution 2005-