

**CITY OF CARLSBAD  
CLASS SPECIFICATION**

**JOB TITLE: COMMUNITY & ECONOMIC DEVELOPMENT DIRECTOR**

**DEPARTMENT: COMMUNITY & ECONOMIC DEVELOPMENT**

**BASIC FUNCTION:**

Facilitate the development of high quality projects that preserve the environment and provide for diverse housing opportunities and employment, while maintaining a strong economic base. Under broad administrative direction, plan, organize, direct and coordinate assigned divisions. Perform highly responsible and complex professional administrative work and perform related responsibilities as required.

**DISTINGUISHING CHARACTERISTICS:**

This is a single incumbent position reporting directly to the Assistant City Manager. This incumbent provides general strategic and administrative direction to the city divisions that are assigned.

**KEY RESPONSIBILITIES:**

Administer the city's Community & Economic Development divisions and programs which include, but are not limited to, planning, economic development, redevelopment, land development engineering, building, and development services.

Establish and implement guiding principles to ensure the city's policies and programs are aligned to connect social, economic, ecological and cultural well-being of the community.

Assist in the development of the city's overall goals, objectives, policies and priorities.

Direct the implementation of the city's policies and programs in area of responsibility, to ensure effective implementation of the City Council's goals and objectives and to maintain fiscal integrity.

Provide citizens and other members of the community access and opportunities to participate in the localized issues that affect their lives; provide necessary resources to build a strong community.

Establish inclusive citizen, business and stakeholder involvement that promotes understanding, input and feedback to further the department's mission.

Coordinate with the City Council, City Manager, and other departments and divisions of the city to develop and implement all community and economic development related activities; oversee and participate in coordinating with city staff to facilitate project processing and permitting.

Work closely with the Chamber of Commerce, Convention and Visitor's Bureau, and regional economic development organizations to enhance tourism and to promote the attraction and retention of desirable businesses in the community.

Act as a liaison between city departments, businesses, professional organizations and other state and local governmental agencies to promote new business opportunities in the city and assist in the processing of development plans.

Direct the implementation and maintenance of the city's General Plan, the Local Coastal Program and the Zoning Ordinance.

Oversee enforcement standards of building safety put forth in the state Building Codes and various municipal codes and policies.

Analyze data, make recommendations, prepare reports and make presentations on the formulation of policy and procedure, and staffing and organizational requirements for assigned departments.

Coordinate and provide responsible staff assistance to the City Manager, City Council and other City boards and commissions as assigned.

Conduct difficult policy and fiscal-related analytical studies and reports involving the evaluation of departmental operations and service programs.

Assist the City Manager in the preparation, coordination and analysis of annual department budgets; direct the preparation of multiple departmental work programs and annual budget.

Attend and make presentations at meetings of the City Council, and other city boards and commissions.

Represent the city at community or professional meetings; make presentations to Council, advisory committees, business and educational groups on a variety of department issues.

Attend conferences, schools and professional meetings to keep abreast of new developments in public administration, training and administration.

Coordinate activities with other city departments and other public or private agencies.

Respond to and resolve difficult and sensitive inquiries and complaints.

#### **QUALIFICATIONS:**

To perform a job in this classification, an individual must be able to perform the essential duties as generally described in the specification. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential duties in a specific job. The requirements listed below are representative of the knowledge, skill and/or ability required.

##### **Knowledge of:**

- Strategic planning, program management, policy analysis, regulatory analysis and compliance support.
- Business process and performance benchmarking. Staffing, workforce planning and organizational design. Data analysis and quality assurance.
- Principles, practices and procedures of business organization, administration, budget and human resources management.
- Federal, State, municipal laws, statutes, codes and ordinances related to assigned areas.
- Local government financial practices and procedures.
- Methods and techniques of research, statistical analysis and report presentation.

**Ability to:**

- Plan, organize and direct the assigned service areas, divisions and programs.
- Provide administrative and professional leadership for the department.
- Properly interpret and make decisions in accordance with laws, regulations and policies.
- Analyze problems, identify alternative solutions, project consequences of proposed actions, and implement recommendations in support of goals.
- Prepare and implement an operating budget; cost estimating and economic analysis.
- Develop and administer annual and long-range programs and budgets.
- Exercise good judgment, flexibility, creativity, and sensitivity in response to changing situations and needs.
- Work cooperatively and effectively with management staff, employees and others.
- Supervise, train and evaluate assigned staff.
- Communicate clearly and concisely, orally and in writing.
- Work well under pressure to meet deadlines.

**EXPERIENCE AND EDUCATION:**

Any combination equivalent to 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:

Equivalent to a bachelor's degree and preferably a graduate degree from an accredited college or university with major course work in business administration, public administration, community development, public policy, planning or closely related field, and five years of progressively responsible professional work experience in the field of municipal government administration, at the management/supervisory level.

**PHYSICAL/MENTAL DEMANDS AND ENVIRONMENTAL SETTING:**

While performing the duties of this class, an employee is regularly required to sit; talk or hear, in person and by telephone; use hands to finger, handle, feel or operate standard office equipment; and reach with hands and arms. An employee is frequently required to walk and stand. Specific vision abilities required by this job include close vision and the ability to adjust focus to read and operate office equipment as necessary during the course of the work assignments.

While performing the duties, employees of this class are regularly required to use written and oral communication skills; read and interpret financial and statistical data, information and documents; analyze and solve problems; use math and apply mathematical reasoning and abstract statistical concepts; observe and interpret people and situations; learn and apply new information or skills; perform highly detailed work on multiple, concurrent tasks; work under intensive deadlines; and interact with staff, Council members and others encountered in the course of work.

Ability to work in a standard office environment with some exposure to the outdoors; ability to travel to different sites and locations; attend evening meetings; work under pressure and potentially stressful situations.

This is an at-will management classification.

DATE APPROVED: June 22, 2010