

**CITY OF MOUNTAIN VIEW
CLASS SPECIFICATION**

Position Title: Economic Vitality Manager	Job Family: 2
General Classification: Management	Job Grade: 43

Definition: To plan, organize, direct, and implement the activities, policies, and procedures of the Economic Development Division directed at the long-term economic success of Mountain View. Manage and oversee the economic development and revitalization programs and projects, including business attraction, business retention/expansion, small business strategies, and marketing/communications, including collaboration with other divisions and departments, businesses, community organizations, City management, and stakeholders. Serve as a technical expert to City management and City Council related to division activities.

Distinguishing Characteristics: Receives general direction from the Community Development Director. Exercises direct supervision over assigned personnel.

Examples of Duties: Duties may include, but are not limited to, the following:

1. Lead in the development and implementation of division goals, objectives, policies, procedures, and annual work plan.
2. Manage, oversee, coordinate, review, and participate in the City's economic development activities, including business development and retention, small business strategies, downtown business revitalization, land use planning, and transportation policies and projects related to economic development.
3. Direct, oversee, and drive economic development work plan initiatives, including to independently manage complex projects; assign work activities, projects, and programs; monitor current project workflow and forecast project pipeline; and review and evaluate work products, methods, and procedures of assigned staff, or consultants (e.g., attorneys, appraisers, relocation specialists, et al.).
4. Prepare and analyze economic data/reports to determine the economic feasibility or potential of specific redevelopment, transportation, or land use plans. Make recommendations for division strategy and activities based on data and economic assessments.
5. Coordinate with other agencies and organizations on regional economic development activities.

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6. Prepare the Economic Development Division operating budget; assist in budget implementation; participate in the forecast of additional funds needed for staffing, equipment, materials, contract services, and supplies; and administer approved budget.
7. Participate in recommending the appointment of personnel; support learning and development, provide or coordinate staff training, coaching, and mentoring; work with employees to correct deficiencies; implement discipline procedures; recommend employee terminations; and evaluate staff.
8. Prepare comprehensive written reports for City Council action or for other City boards and commissions; make oral presentations to same; and prepare annual reports required for state or federal agencies or other interested parties.
9. Represent the department and/or division with outside agencies, corporations, small businesses, private developers, and other interested parties. Participate in the negotiation of development agreements with developers and/or corporate entities associated with projects requiring financial support.
10. Oversee and/or prepare public information materials concerning development activities, projects, and changes which may impact the business community; increase visibility and awareness of the division's services to support businesses; and maintain positive press relations.
11. Maintain liaison with developers, real estate/commercial brokers, and local businesses.
12. Perform other related duties as assigned.

Minimum Qualifications:

Knowledge of: Principles, practices, and current trends of local land use planning, asset management, economic development, redevelopment, transportation, and real estate financing; principles and practices of policy development and implementation; principles and practices of business correspondence and report writing; pertinent local, state, and federal laws, rules, and regulations related to economic development; principles and practices of public information and marketing; and principles and practices of organization, administration, budget, and leadership and personnel management.

Ability to: Organize, direct, and implement comprehensive economic development programs; prepare and administer an operating budget; conduct complex economic analysis; negotiate and manage professional consulting service contracts; supervise, train, evaluate, coach, and mentor personnel; interpret and explain division policies and procedures; problem-solve and implement creative solutions; exercise good judgment and

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sound decision making; lead a team, supervise staff, and exercise informal authority to build consensus and foster innovation at all levels; establish and maintain effective working relationships with those contacted in the course of work; and communicate clearly and concisely, both orally and in writing.

Experience and Training Guidelines: A combination of relevant experience, education, and training that will satisfy the required minimum qualifications, knowledge, and abilities.

Five years of increasingly responsible experience in economic development, real estate financing, redevelopment, and planning, including one year of supervisory responsibility; a bachelor's degree from an accredited college or university with major course work in urban economics, finance, business or public administration, marketing, or a related field.

Required Licenses or Certificates: Possession of, or ability to obtain, a valid California Driver License. Possession of the Certified Economic Developer certification is highly desirable.

Working Conditions: In addition to the regular work schedule, this position must be available to work evenings and weekends to attend meetings, seminars/workshops, and training as needed.

Established: May 1987

Revised: April 2025

HRD/CLASS SPECS

Economic Vitality Manager