

CITY OF SALINAS

REDEVELOPMENT DIRECTOR

BARGAINING UNIT/CLASS CODE:

DEPT. DIR. / B09

DEFINITION

To plan, direct, and organize the activities and programs of the Redevelopment Department, including planning, design review, housing, neighborhood services and homeless services; to coordinate the City's economic development activities.

SUPERVISION RECEIVED AND EXERCISED

Receives administrative direction from the City Manager. Exercise direct supervision over professional, technical and clerical staff.

ESSENTIAL JOB FUNCTIONS OF THE POSITION Duties may include, but are not limited to the following:

Plan, direct, organize and review the activities of the Redevelopment Department; develop and direct departmental goals, objectives, policies and priorities. Plan, schedule and conduct public presentations explaining redevelopment and economic development matters; participate in numerous public meetings. Prepare and present reports to the City Council, Board of Supervisors, and other public agencies and relevant advisory bodies with respect to redevelopment and economic development matters. Oversee implementation of redevelopment plans; negotiate on behalf of the City for the acquisition and disposition of redevelopment property; develop financing plans and agreements with public agencies and appropriate private parties for project areas; develop program and project activities for the project areas. Professionally market the City to public and private interest for the purpose of attracting new/additional funding and support for redevelopment and economic development ventures. Prepare, review, organize and process documents required for Redevelopment and Economic Development Bond issues. Negotiate, prepare and administer contracts and agreements. Conduct and direct research and analysis relating to departmental programs and policies. Resolve difficult redevelopment and administrative policy questions. Prepare and administer department budget. Respond to difficult complaints and requests for information. Maintain departmental awareness of state-of-the-art developments in management and fields of specialty; serve on boards of directors of various agencies, non-profit corporations, and professional associations. Coordinate departmental activities with other departments, other governmental agencies, and outside organizations. Select, supervise, train, and evaluate assigned staff. Review and draft legislation and represent the City at legislative hearings and meetings. Work with business owners, investors and developers to encourage and facilitate new investment in the community. Promote and maintain safety in the work place. Perform related duties as assigned.

PHYSICAL AND MENTAL CHARACTERISTICS

Physical, mental and emotional stamina to perform the duties and responsibilities of the position; manual dexterity sufficient to write, use telephone, computer, business machines and related equipment; vision sufficient to read printed materials, visual display terminals; hearing sufficient to conduct in person and telephone conversations; speaking ability in an understandable voice with sufficient volume to be heard in a normal conversational distance, on the telephone and in addressing groups; physical agility to push/pull, squat, twist, turn, bend, stoop and reach overhead; physical mobility sufficient to move about the work environment, physical strength to lift up to 20 lbs; physical stamina sufficient to sit for prolonged periods of time; mental acuity to collect and interpret data, evaluate, reason, define problems, establish facts, draw valid conclusions, make valid judgments and decisions.

WORKING CONDITIONS

Business office working environment subject to sitting at a desk, bending, crouching, or kneeling at files, pushing/pulling of file drawers and supplies, reaching in all directions and prolonged periods of time working at a computer terminal.

**CITY OF SALINAS
REDEVELOPMENT DIRECTOR (continued)**

QUALIFICATIONS

Knowledge of:

Principles and practices of redevelopment and economic development administration. Pertinent Federal and State laws, regulations, reporting requirements, financial procedures, etc., governing redevelopment agencies. Principles and practices of organization, administration, budget, and personnel management. Principles and practices of public and private financing as applied to redevelopment and economic development.

Ability to:

Plan, organize and direct major redevelopment and economic development programs with multiple projects in a complex environment. Effectively analyze large amounts of detailed and complex information, to develop sound business decisions and workable alternatives. Delegate authority and responsibility and schedule and program work on a long-term basis. Prepare and administer a budget. Deal effectively with complex, sensitive and confidential issues. Communicate clearly and concisely, orally and in writing. Identify, coordinate and resolve a wide variety of interests in the redevelopment programs; negotiate effectively with developers, property owners, and consultants. Establish and maintain effective relationships with City officials, other governmental agencies, citizens, and the general public. Promote the mission, values and standards of an effective organization. Supervise, plan, assign and evaluate the work of assigned staff. Motivate and develop staff to their full potential. Assist staff in understanding, utilizing and supporting departmental and organizational values and responsibilities. Promote the mission, values and standards of an effective public organization, particularly in the area of customer service.

License or Certificate:

Possession of a valid California (Class C) Driver's License.

Education and Experience:

An example of the education and experience which most likely demonstrates the skills, knowledge and abilities required to perform the duties would be any combination equivalent to a degree from an accredited college or university in business, finance, public administration or a related field and eight years of experience in developing, completing and managing redevelopment and economic development program/projects.

Reviewed _____ Approved _____
Department Director Human Resources Officer

Approval Date _____

ORIG: 2-94, REV: 1-99, REV: 2-07