



DIRECTOR, COMMUNITY and ECONOMIC DEVELOPMENT

FLSA: Exempt

Grade 41: \$100,907.69 - \$161,452.28

GENERAL DEFINITION

Manage and supervises activities related to redevelopment and revitalization functions of the City, including CRA, business development, commercial development, business retention programs, workforce development, redevelopment, economic development and related state and federal programs. Position performs related professional, administrative, and supervisory work as required and reports to the City Manager.

Responsible for initiating, planning, and coordinating the implementation of redevelopment plans which will include negotiating and managing redevelopment projects, CDGB, grants writing, and marketing and communication.

ESSENTIAL JOB DUTIES

The list of duties and functions, as outlined herein, is intended to be representative of the type of tasks performed within this classification. They are not listed in any order of importance. The omission of an essential function does not preclude management from assigning duties not listed herein if such functions are logical assignment to the position.

- Prepare long range and short range redevelopment plans and programs in accordance with state law and local policy.
- Compile databases and relevant planning and economic information regarding housing, retail, industrial, and office development activity in the CRA.
- Assist in development of new zoning regulations, amendments to the CRA Plan, and other planning objectives as conditions change in the CRA development environment.
- Develop and execute studies, projects and programs of importance to the City, including those pertaining to development management, building, land use, economic development and redevelopment, transportation, housing, utility, open space and parks, facilities, solid waste, zoning and capital improvement programming.
- Manage and coordinate all aspects of identified projects, including construction projects. This will include managing contracts, creating and coordinating work programs to implement redevelopment plans, supervising consultants and contractors, and evaluating and reporting of plan execution and progress.
- Prepare submissions for site plan, zoning, and land use for all CRA projects.
- Assist private developers and business owners with: site planning, zoning, platting, variances, incentives and other regulatory issues associated with redevelopment and economic development in the CRA.
- Identify and write grant applications. Manage grant programs related to CRA and other areas.
- Prepare developer and tenant real estate packages.
- Prepare and implement a business development marketing strategy and branding to include communications, public relations, advertising, businesses and community outreach programs.
- Market the Downtown and CRA District environment, develop excitement about the changes, and promote events and activities that will generate growth while strategically marketing the district as a great place to live, work, play, and visit
- Prepare and manage annual CRA operations budget; ensures adherence to and compliance with established budgetary parameters.

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Knowledge, Ability and Skills

- Knowledge of the principles of economic development.
- Knowledge of public and private financing and various debt financing mechanisms.
- Knowledge of professional services contracting, bidding procedures, and contract administration.
- Knowledge of the principles of budget administration and financial forecasting.
- Knowledge of statistical and research methods.
- Knowledge of the basic functions of Community Redevelopment Agencies, with the ability to interpret and apply the principles, practices, and procedures specified in Florida redevelopment law.
- Knowledge and experience with Public-Private Partnership developer negotiations and agreements.
- Ability to communicate professionally verbally, in writing, and presentations. .
- Ability to effectively analyze issues and problems and identify optimum solutions.
- Ability to plan, organize, and implement duties and responsibilities defined by desired outcomes and objectives.
- Ability to gain cooperation through discussions and persuasion.
- Ability to use good conflict resolution skills.
- Ability to manage complex problems with multiple stakeholders.
- Ability to establish and maintain effective working relationships with internal and external customers, as well as governing and appointed authorities.
- Considerable knowledge of modern office practices, with emphasis on computer literacy, word-processing, spreadsheet applications, data base software and electronic records.
- An understanding of business attraction including lease negotiations and real estate Performas.

Minimum Training and Experience

Bachelor's degree from an accredited four-year college or university. Ten (10) years' experience in project management, construction, economic development, strategic planning, communications, commercial marketing and research or related area. Two (2) of the years must demonstrate experience in managing all aspects of complex projects from concept to operations (life cycle).

Preferred

- Master's degree in business administration, public administration, economics, urban planning, or a related area of study.
- Two (2) years CRA experience
- Two (2) years Municipal or County Project Experience
- Florida Redevelopment Association (FRA) Redevelopment Certification

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PHYSICAL REQUIREMENTS

The City of Oakland Park is an Equal Opportunity Employer. In compliance with the Americans with Disabilities Act (42 U.S. C. 12101 et. seq.), the City of Oakland Park will provide reasonable accommodations to qualified individuals with disabilities and encourages both prospective and current employees to discuss potential accommodations with the employer. The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job.

Tasks involve the ability to exert light physical effort in sedentary to light work, but which may involve some lifting, carrying, pushing and/or pulling of objects and materials of light weight (5 pounds). Tasks may involve extended periods of time at a keyboard or workstation. Work is performed in usual office conditions with rare exposure to disagreeable environmental factors. Some tasks require visual abilities. Some tasks require oral communications ability.

A review of this position has excluded the marginal functions of the position that are incidental to the performance of fundamental job duties. All duties and responsibilities are essential job functions and requirements are subject to possible modifications to reasonably accommodate individuals with disabilities. To perform this job successfully, the incumbent(s) will possess the abilities and aptitudes to perform each duty proficiently. Some requirements may exclude individuals who pose a direct threat of significant risk to the health or safety of themselves or others. Requirements are representative of minimum level of knowledge, skills and ability.

I _____ have read and acknowledge receipt of the job classification.

Employee signature

Date