

EXHIBIT A

CITY OF REDWOOD CITY ECONOMIC DEVELOPMENT MANAGER

DEFINITION

Under general supervision, the Economic Development Manager develops, coordinates, and implements the City's economic development programs and related activities; initiates key economic activities based on the City's General Plan, Economic Development Action Plan, Downtown Precise Plan, and regional initiatives such as the Grand Boulevard Initiative; provides economic data to inform key city policy decisions; develops and implements marketing, branding and outreach activities for attraction and retention of and businesses to the Downtown area and other key business districts, and performs related duties as assigned.

SUPERVISION RECEIVED AND EXERCISED

General direction is provided by the City Manager.

Responsibilities may include direct or indirect supervision of professional, technical, and clerical staff.

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

1. Assist in the development and implementation of policies and programs pertaining to the fiscal and economic development of the City.
2. Evaluate and review economic development program goals, objectives, and strategies and recommend changes to programs, policies or procedures that will facilitate ongoing success.
3. Identify, develop and analyze data to assess trends, issues and opportunities affecting businesses and the City.
4. Act as the City's liaison for the Downtown Business Group, Seaport Business Association, the Silicon Valley Economic Development Alliance, the San Mateo County Economic Development Association and other private and public organizations related to business and economic development.
5. Facilitate the attraction, retention, growth and success of Redwood City businesses through active engagement, business assistance, provision of information, marketing, and outreach.
6. Create and foster effective business relationships with key stakeholders to facilitate business attraction and retention that will support the development

CITY OF REDWOOD CITY
ECONOMIC DEVELOPMENT MANAGER (continued)

- and growth of the Downtown and other city business and employment districts.
7. Identify and pursue grant and funding opportunities that leverage city resources for economic development activities and/or community events in the Downtown and other key business and employment districts; oversee administration of economic development grants and contracts.
 8. Identify and recommend revisions to ordinances and policies that hinder business operations in the Downtown and other business corridors to improve economic conditions, functionality, aesthetics, and public safety.
 9. Develop and provide information to business representatives and developers regarding the City's development requirements and approval process; assist with the facilitation and coordination of entitlement and permit approval process where appropriate.
 10. Prepare staff reports and make presentations for Council and community groups.
 11. Coordinate program activities with other City departments, outside agencies, and citizen groups.
 12. Perform related duties as assigned.

JOB RELATED QUALIFICATIONS

Knowledge of:

Principles and practices of economic development, public policy and business development including best practices, statistical analysis, information technology applications

Hands on and effective techniques and information sources related to economic analysis and economic development.

Federal, state, and local programs and resources for economic development activity in urban areas.

Applicable federal, state, and local laws and regulations concerning economic development, real estate, and land use.

Grant writing and grant administration oversight and implementation experience

Effective methods of gaining consensus and building support for objectives

CITY OF REDWOOD CITY
ECONOMIC DEVELOPMENT MANAGER (continued)

Principles and practices of organization, administration, budget and supervision.

Ability to:

Communicate clearly and concisely, both orally and in writing.

Exercise good judgment, flexibility, creativity and sensitivity in response to changing situations and needs.

Understand and apply interpersonal skills to work effectively with the local business community, internal partners and external partners.

Plan, prioritize, communicate, delegate and monitor a variety of concurrent projects.

Analyze and synthesize data and complex information; write comprehensive reports.

Supervise, train, and evaluate personnel.

Operate a motor vehicle in order to attend meetings at offsite facilities and visit various sites for potential developments/business relocation.

Use a computer, including modern job-related software.

Experience and Training Guidelines:

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

Experience:

Four years of increasingly responsible experience and demonstrated proficiency in economic or community development, including two years of supervisory experience.

Training:

Equivalent to a Bachelors degree from an accredited college or university with major course work in economics, business administration, public policy, public administration, or related field. A Master's degree in a related field is desirable.

License or Certificate:

CITY OF REDWOOD CITY
ECONOMIC DEVELOPMENT MANAGER (continued)

Possession of, or ability to obtain, an appropriate valid California driver's license.

Effective Date: March 19,2012

Bargaining Group: Unrepresented

Status: Executive Management / Exempt / At-Will