

City of San José

ECONOMIC DEVELOPMENT OFFICER (1992)CLASS PURPOSE

Under direction, performs work of considerable difficulty planning and coordinating assistance to and incentives for small businesses, industry, and employment training activities. Performs professional analytic work in planning and coordinating research and analysis on the latest industrial market trends and provides information services on the San Jose economy. Performs related work as required.

TYPICAL DUTIES AND RESULTS (Any one position may not include all the duties listed, nor do the examples cover all the duties which may be performed.)

- Administers a program of business and industry assistance and incentives, including outreach, referrals, marketing, tracking, reporting, and location assistance.
- Conducts economic research and analysis related to small business and education/training issues, and on topics concerning San Jose's economy.
- Makes presentations to business and community groups on the San Jose small business market and economy.
- Provides staff support to the Small Business and Employment Affairs Committee of the Economic Development Board.
- Acts as primary City liaison for selected small business and employment training programs and services, such as the Enterprise Zone Resource Center, Working Group on Employment and Training, Private Industry Council, and Community Development Block Grant review team.
- Represents the Office of Economic Development at meetings and events related to small business and employment.
- Acts as primary liaison to other City departments, Redevelopment Agency, County offices, regional entities, and State and Federal agencies on matters relating to small business, education/training, and economic data and trends.
- Negotiates and monitors contracts for services to the small business community and for research.
- Collects key market indicator data and tracks economic trends. Data collected on effect of transportation improvements, retail markets, and trends in the labor market/employment, real estate, international development, industrial structure, and population demographics.
- Prepares quarterly economic update and market profile publications and prepares economic and demographic information for other publications and/or reports.
- Develops and maintains a comprehensive economic database on the San Jose area.
- Responds to inquiries on economic data, trends, and resources.
- Acts as project coordinator for the City's Foreign Trade Zone.
- Coordinates preparation/implementation of special projects; writes reports.
- Develops and implements business retention, expansion, and conversion strategies.
- Assists corporate human resources offices with San Jose profile materials to improve recruitment efforts.

Typical End Results

- Improved economic vitality of businesses in San Jose.
- Businesses provided with Enterprise Zone information on tax credits; sales leads; and business assistance, incentive and loan programs.
- Identification of small and startup businesses with the potential for expansion and provision of management, financial, and employee referral services.
- Input into training programs and funding regarding the unemployed, including workers displaced due to plant closings.
- Coordination of service programs provided by the Office of Economic Development, City departments, and community based organizations.
- Research in areas of concern to Office of Economic development, such as plant closing policy, marketing strategies, employment and training programs, and business assistance and incentive programs.
- Timely, comprehensive, and accurate research and information services on the San Jose economy provided in order to identify economic opportunities, inform decision makers, support programs/projects, and provide customized responses to inquiries.
- Provision of quarterly analysis of trends and key issues in the high technology electronics market and their specific impact on the City of San Jose.
- Activities implemented to support continued viability of San Jose businesses through retention, expansion, conversion, and recruitment assistance.

DISTINGUISHING CHARACTERISTICS

An incumbent of this class may act as primary City liaison providing coordination and comprehensive services to the small business community and employment training programs/services or may coordinate and manage multiple research projects of varying size and scope on topics concerning the San Jose economy, including contract research projects. This class differs from the class of Development Officer in that incumbents of the latter class perform development and redevelopment service activities for the City, working closely with developers on specific projects. This class differs from the general Analyst series in that it is a technical specialist in economic development services and research. This position is directly responsible to the Assistant Director of Economic Development.

QUALIFICATIONSMinimum Knowledge, Skills, and Abilities

- Knowledge of principles and practices of economic and community development.
- Knowledge of principles and practices of small business management.
- Knowledge of approaches for linking employment training and economic development programs.
- Knowledge of basic economic research and analysis principles, practices, and techniques.
- Knowledge of principles and practices of project management.

- Knowledge of local, state, national and international economic trends.
- Knowledge of local resources, organizations, and institutions in the economic development field.

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- Knowledge of data base management, statistical programming, spreadsheets, and word processing computer skills.
- Knowledge of interviewing and surveying techniques.
- Ability to express oneself clearly and concisely, both orally and in writing, and to edit written material.
- Ability to speak effectively to large and small audiences.
- Ability to coordinate projects with interdisciplinary staff.
- Ability to collect, organize, analyze, and interpret data.
- Ability to write clear, concise reports.
- Ability to work effectively with diverse cultures.
- Ability to interact effectively with the public, government staff, business representatives, and contract personnel.

Competency Knowledge, Skills, and Abilities

- Knowledge of contract writing, negotiation techniques, and liability requirements.
- Knowledge of municipal organizational structure, functions, and management processes.
- Knowledge of financial mechanics for loans and bonds, and cash flow analysis.
- Knowledge of municipal codes and regulations covering business licenses, bond redemptions, and related activities.
- Knowledge of public contact skills, staff support, and group process skills.

Education

Completion of a Baccalaureate degree from an accredited college or university in Urban Planning, Economics, Business Administration or a closely related field.

Experience

Four years of increasingly responsible experience in economic or community development or a closely related field in an urban area or setting.

Acceptable Substitutions

None.

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