

Deputy Director Business Development Division



Office of Economic Development
and Cultural Affairs
City of San José



THE CITY

Known as the “Capital of Silicon Valley,” the City of San José plays a vital economic and cultural role anchoring the world’s leading region of innovation. Encompassing 178 square miles at the southern tip of the San Francisco Bay, San José is Northern California’s largest city and the 10th largest city in the nation. With more than one million residents, San José is one of the most diverse large cities in the United States. San José’s transformation into a global innovation center has resulted in one of the largest concentrations of technology companies and expertise in the world, including major tech headquarters like Cisco, Adobe, Samsung, and eBay as well as startups and advanced manufacturing.

San José’s quality of life is unsurpassed. Surrounded by the Diablo and Santa Cruz mountain ranges and enjoying an average of 300 days of sunshine a year, residents have easy access to the beaches along the California coast including Santa Cruz, Monterey, and Carmel-by-the-Sea; Yosemite and Lake Tahoe in the Sierra Nevada; local and Napa Valley wine country, and the rich cultural and recreational life of the entire Bay region.

San José has received accolades for its vibrant neighborhoods, healthy lifestyle, and diverse attractions from national media including Business Week and Money magazines. The downtown area is home to high-rise residential projects, theaters, museums, and diverse entertainment attractions such as live music, live theater, cafes, restaurants, and nightclubs. Inquiring minds are served by the Tech Museum of Innovation, the San José Museum of Art, and many local galleries and venues. Nineteen public school districts and over 300 private and parochial schools provide residents with a range of educational choices. Universities in and near the city include San José State University, Santa Clara University, Stanford University, and three University of California campuses.

In 2011, the City adopted Envision San José 2040, a long-term growth plan that sets forth a vision and a comprehensive road map to guide the City’s anticipated growth through the year 2040. The Plan proactively directs significant anticipated growth in new homes and workplaces into transit-accessible, infill growth areas and supports evolution toward a more urban landscape and lifestyle. The San José area is powered by one of the most highly educated and productive populations in America. More than 40% of the workforce has a bachelor’s degree or higher, compared with 25% nationally. Forty percent of San José residents are foreign-born, and 50% speak a language other than English at home.

San José is proud of its rich cultural diversity and global connections, and the essential role the City plays in connecting residents and businesses to the nation and the world.

CITY GOVERNMENT

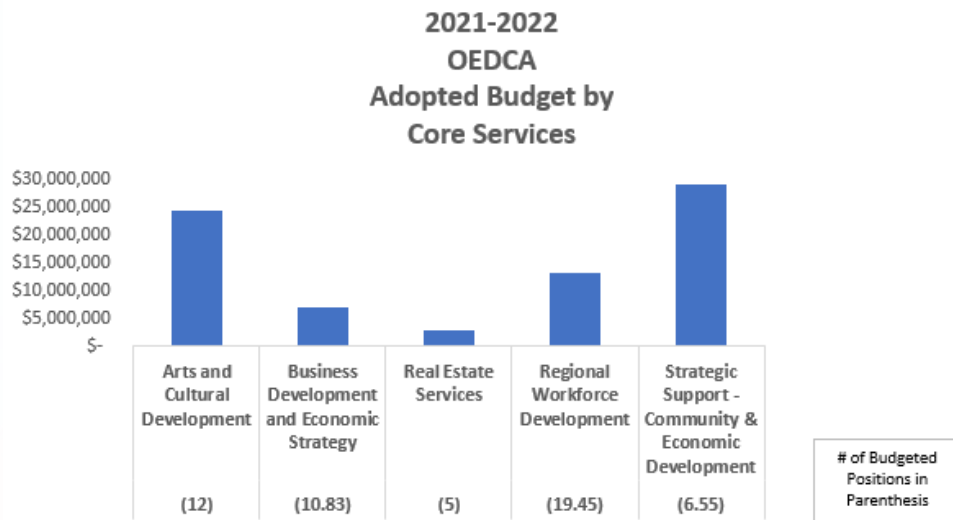
The City of San José is a full-service Charter City and operates under a Council-Manager form of government. The City Council consists of 10 council members elected by district and a mayor elected at large. The City Manager, who reports to the Council, and the executive team provide strategic leadership that supports the policymaking role of the Mayor and the City Council and motivates and challenges the organization to deliver high quality services that meet the community’s needs. The City actively engages with members of the community through Council-appointed boards and commissions.

In addition to providing a full range of municipal services including police and fire, San José operates an airport, a municipal water system, a regional wastewater treatment facility, over 200 neighborhood and regional parks, an accredited zoo, and a library system with 24 branches. The City also oversees convention, cultural, and hospitality facilities that include the San José McEnery Convention Center, Center for the Performing Arts, California Theater, Mexican Heritage Plaza, and the SAP Center San José – home of the National Hockey League’s San José Sharks.

City operations are supported by 6,646 positions and a total budget of \$5.1 billion for the 2021-2022 fiscal year. San José is dedicated to maintaining the highest fiscal integrity and earning high credit ratings to ensure the consistent delivery of quality services to the community. Extensive information regarding San José can be found on the City's website at www.sanjoseca.gov.

OFFICE OF ECONOMIC DEVELOPMENT AND CULTURAL AFFAIRS

Housed within the City Manager's Office, the Office of Economic Development and Cultural Affairs (OEDCA) leads the implementation of San José's Economic Strategy by working with other City departments, private businesses, and community partners. OEDCA has four integrated divisions: Business and Economic Development, focused on job creation, business attraction, expansion and retention; Business Operations, focused on revenue generation, management of city owned property assets and the management of property where the City is landlord or tenant, and responsible for the administrative functions of the department. Cultural Affairs, responsible for cultural development in San José; and work2future, the federally funded workforce development program serving Silicon Valley. OEDCA's mission is to catalyze job creation, private investment, revenue generation, talent development and attraction, and a diverse range of arts, cultural and entertainment offerings.



OEDCA is one of the key Development Services Partners in the City. OEDCA, Planning, Building and Code Enforcement, Housing, Public Works, Department of Transportation, portions of the Fire Department, and the Police Department work closely together to shape City policy.

OEDCA is committed to providing an integrated, solutions-based approach to business assistance that creates a foundation for entrepreneurs and companies to develop new ideas and foster economic opportunities for generations to come. OEDCA is focused on equity and working to grow capacity and opportunity for San José's residents and businesses. OEDCA supports balanced growth including jobs and housing. The provision of housing and affordable housing is economic development. OEDCA works to build community and vitality through development integrating with arts and culture in the Downtown and throughout the City, which includes collaborating with several departments to ensure a clean, safe and vibrant community.

OEDCA Mission Statement: Catalyze job creation, private investment, revenue generation, talent development and attraction, and a diverse range of arts, cultural and entertainment offerings.

THE POSITION

Reporting to the OEDCA Director, the Deputy Director is part of OEDCA's management team and contributes to aligning the work of OEDCA overall. The Deputy Director is responsible for planning, organizing, and directing the Economic Development/Business Development Division of OEDCA. The Deputy Director must learn quickly and have the ability to manage and meaningfully contribute to a wide array of issue areas.

Business Development incorporates a wide range of key strategies, programs, and projects that apply both to the Downtown and Citywide:

- **Policy analysis** – oversees a wide array of policy analyses that impact economic development including policies like: commercial linkage fees; allowable land use designations; facilitating housing and affordable housing opportunities in coordination with the Housing Department.
- **Business support** – provides pandemic response in a minimum of three languages to facilitate access to vital information; provides support and technical assistance to small businesses; supports industry leading outreach/attraction and retention efforts to San José's larger employers, targeted to jobs, job growth and revenue generation; cannabis business and workforce support.
- **Land use facilitation** – works with the Development Services Department to support land use policies, contributing to fee policy and program development with the impacts of City rules and processes on the business community.
- **Downtown development** – coordinates with City resources that help keep the Downtown clean and safe; extensive coordination with major Downtown partners; collaborates with the Office of Cultural Affairs to expand the very rich and diverse arts and culture that call San José home.
- **Business District Management** – works to build business districts in several of the City's diverse business districts, with a particular focus on small business needs in business district areas.
- **Communications** – implements a communication strategy in collaboration with the City Manager's Public Information Officer (PIO) and coordinates with PIO's in multiple departments.
- **American with Disabilities Act (ADA)** – provides education, resources, and coordination with other City Departments such as Planning, Building and Code Enforcement.
- Performs related work as required.

The Deputy Director leads a team that consists of one Assistant to the City Manager, one Public Information Manager, six Senior Executive Analysts, and six Executive Analysts.



The Ideal Candidate

The ideal candidate will offer a professional history that reflects the ability to:

- Build Community through the effective and efficient delivery of services that enhance the quality of life for stakeholders and by providing well-maintained facilities and spaces for the community to play, learn, gather, connect and engage.
- Deliver on Major Projects that are managed within allocated resources and approved timelines. Adeptness at overseeing complex projects, navigating through challenges, and overcoming perceived obstacles will be expected. Experience with capital projects/programs is preferred but not required.
- Enhance Efficiency in the operational and administrative aspects of a division or department that reflects a keen sense for identifying opportunities for optimization, simplification, and/or automation.
- Think Strategically in ways that allow an organization to proactively identify issues so that team members can maximize their creative problem-solving abilities and the agency remains nimble and adaptable to emerging community needs and aspirations.
- Empower People to do their best work and contribute to their highest potential. In addition, demonstrated success with mentoring and developing future managers and leaders is highly desirable. Work proactively and productively with a wide array of stakeholders including business owners large and small, residents, developers, resource providers, and Councilmembers.
- Communicate Skillfully verbally and in writing in ways that reflect a deep understanding of the industry, high emotional intelligence, sophisticated political acumen, and impressive cultural competency. Outstanding interpersonal and relationship building skills will be expected; excellent presentation and speaking skills are strongly preferred.
- Attract Quality Talent to an organization by designing and implementing entrepreneurial strategies that expand reach, increase interest and result in high caliber talent pools. Further, the ability to create and sustain a culture that retains high performers will be considered favorably.

Education and Experience

- Education: A bachelor's degree from an accredited college or university in public or business administration, or a related field; a Master's degree is preferred.
- Experience: Six (6) years of increasingly responsible experience in senior level administrative and/or analytic work in a public or private agency.
- Experience managing a work unit equivalent to a major division within a public agency is strongly preferred.

Employment Eligibility

Federal law requires all employees to provide verification of their eligibility to work in this country. Please be informed that the City of San José will not sponsor, represent, or sign any documents related to visa applications/transfers for H1-B or any other type of visa that requires an employee application.

COVID-19 Policy

Per the City's COVID19 Mandatory Vaccination Policy, the City requires all employees starting on or after February 11, 2022, to provide proof of vaccination as a condition of employment absent a documented medical and/or religious exemption. Proof of vaccination means that employees are required to be "up-to-date" with regards to the COVID-19 vaccine. Consistent with the Santa Clara County Public Health Order issued on December 28, 2021, "up-to-date" means that an employee is not only "fully vaccinated," but has also obtained any booster doses of a COVID-19 vaccination for which they are eligible, within 15 days of first becoming eligible.

COMPENSATION AND BENEFITS

The approved salary range for this position is **\$127,732 - \$ 198,968**. In addition to the starting salary, employees in this classification shall also receive an approximate five percent (5%) ongoing non-pensionable pay. The actual salary shall be determined by the final candidate's qualifications and experience.

The City provides an excellent array of benefits, including:

- **Retirement** – Competitive defined benefit retirement plan with full reciprocity with CalPERS; defined contribution plan available as an option.
- **Health Insurance** – The City contributes 85 percent towards the premium of the lowest cost non-deductible plan. There are several plan options.
- **Dental Insurance** – The City contributes 100 percent of the premium of the lowest priced plan for dental coverage.
- **Personal Time** – Vacation is accrued initially at the rate of three weeks per year with amounts increasing up to five weeks after 15 years of service. Executive Leave of 40 hours is granted annually and depending upon success in the Management Performance Program could increase to up to 80 hours. Sick Leave is accrued at the rate of approximately 8 hours per month.
- **Holidays** – The City observes 15 paid holidays annually.
- **Deferred Compensation** – The City offers an optional 457 Plan.
- **Flexible Spending Accounts** – The City participates in Dependent Care Assistance and Medical Reimbursement Programs.
- **Insurance** – The City provides a term life policy equal to two times annual salary. Long-term disability and AD&D plans are optional.
- **Employee Assistance Program** – The City provides a comprehensive range of services through the EAP.

For more information on employee benefits, visit the City's benefits website: <https://www.sanjoseca.gov/your-government/departments/human-resources/benefits>.



HOW TO APPLY & SELECTION PROCESS

The final filing date is May 16, 2022. Please note that applications are currently not accepted through CalOpps or any other third party job board application system. To be considered, candidate must submit the following items via email directly to the City's recruiter listed below:

- A detailed cover letter explaining you are the best candidate for this position,
- A resume that reflects the number of staff and budgets you have managed. Your resume should indicate both months and years of beginning/ending dates of positions held.
- List of four work-related references (the City will not contact references without prior notice).

Submit the requested materials via email to:

Jonathan Munoz
Senior Executive Analyst
Jonathan.munoz@sanjoseca.gov
(408) 535-8174

Resumes will be screened in relation to the criteria outlined in this brochure. Candidates deemed to have the most relevant qualifications will be invited to proceed in the selection process. Additional phases of the selection process will consist of at least two interviews. A final selection will be made upon completion of comprehensive reference and background checks.

