



**Range: SM-8**  
**Date: March 20, 2014**  
**Exempt**

## **COMMUNITY AND ECONOMIC DEVELOPMENT DIRECTOR**

*Class specifications are intended to present a descriptive list of the range of duties performed by employees in the class. Specifications are not intended to reflect all duties performed within the job.*

### **DEFINITION**

Under the general direction of the City Manager, perform professional, administrative, and managerial duties related to directing, organizing and managing the Community and Economic Development Department, including planning, zoning, economic development, business relations, engineering services, neighborhood preservation, redevelopment, zoning code enforcement; and to coordinate assigned activities with other City departments and outside agencies.

### **SUPERVISION RECEIVED AND EXERCISED**

Receives general administrative direction from the City Manager.

Exercises direct supervision over management, supervisory, professional, technical and clerical staff.

**ESSENTIAL AND MARGINAL FUNCTION STATEMENTS**--*Essential and other important responsibilities and duties may include, but are not limited to, the following:*

### **Essential Functions:**

1. Management responsibility including administration of policies and procedures for the following Community and Economic Development Department services and activities: long range planning, current planning, development review, development services, code enforcement, and building safety.
2. Oversees the Engineering staff and activities, within the Community and Economic Development Department, to meet community and regulatory requirements.
3. Meets regularly with Community Development, Economic Development/Business Relations, and Engineering staff to discuss and resolve workload and technical issues; reviews work in progress in order to anticipate technical and management problems; provides leadership, direction and coaching.

4. Maintains regular contact with consulting engineers, construction project engineers, city, county, state and federal agencies, professional and technical groups and the general public regarding division activities and services.
5. City liaison for Planning and Zoning, Historic Preservation, and the Board of Adjustment.
6. Develop and implement Community and Economic Development Department goals, objectives, policies, and priorities for each assigned service area.
7. Establish, within City policy, appropriate service and staffing levels; monitor and evaluate the efficiency and effectiveness of service delivery methods and procedures; allocate accordingly.
8. Plan, direct and coordinate, through subordinate level managers, the Community and Economic Development's work plan; assign projects and programmatic areas of responsibility; review and evaluate work methods and procedures; meet with management staff to identify and resolve problems.
9. Select, train, motivate and evaluate Community and Economic Development personnel; provide or coordinate staff training; work with employees to correct deficiencies; implement discipline and termination procedures.
10. Assess and monitor work load, administrative and support systems, and internal reporting relationships; identify opportunities for improvement; direct and implement changes.
11. Oversee and administer the Community Development Block Grant.
12. Oversee and participate in the development and administration of the Community and Economic Development budget; project funds needed for staffing, equipment, materials, and supplies; approve expenditures and implement budgetary adjustments as appropriate and necessary.
13. Explain Community and Economic Development programs, policies, and activities; negotiate and resolve sensitive and controversial issues.
14. Represent the Community and Economic Development to other City departments, elected officials and outside agencies; coordinate Community and Economic Development activities with those of other departments and outside agencies and organizations.
15. Coordinate and provide staff assistance to the City Manager; participate on a variety of committees and local and regional groups united for the resolution of common problems; prepare and present staff reports, recommendations and other necessary correspondence.
16. Provide staff support to City Council and assigned commissions, boards and special committees.
17. Attend and participate in professional group meetings; stay abreast of new trends and innovations in the field of community and economic development and city management.
18. Oversee the preparation of new City ordinances and the amendment of existing ordinances, the municipal code and the Community Plan; ensure conformance to City plans and regulations through code enforcement strategies; provide for appropriate

protection of the City of Sedona's natural resources and the preservation of the community's unique character.

19. Plan, organize, control, integrate and evaluate the work of the Community and Economic Development Department; with staff assistance develop, implement and monitor long-term plans, goals and objectives focused on achieving the City's mission and Council priorities; manage and direct the development, implementation and evaluation of plans, policies, systems and procedures to achieve annual goals, objectives and work standards.
20. Meet with businesses in order to develop and maintain positive relationships and maintain communications to resolve business needs. Work with local Chamber to provide support to existing businesses.
21. Develop and nurture professional working relationships with business owners and encourage them to locate or expand their operations in the City.
22. Analyze existing economic situations relative to business attraction and expansion; review modern techniques for business attraction and retention; negotiate and resolve sensitive and controversial issues; monitor program performance and periodically report status to City Manager.
23. Analyze current availability of space for retail, office and industrial use.
24. Serve as a resource for the public, including the development and economic community, property owners, businesses, community organizations, and the general public.
25. Manage the development and implementation of economic change through retention, expansion, and the attraction of commerce and industry.
26. Serve as a resource for the public, including the development community, property owners, businesses, community organizations, and the general public, negotiate and resolve significant and controversial issues; respond to and resolve difficult and sensitive citizen inquiries and complaints.
27. Meet, confer and provide detailed information to new businesses contemplating a relocation or expansion into Sedona.
28. Collect, analyze and compile economic, market and demographic data for dissemination.
29. Mediate disputes involving department functions.
30. Encourage and facilitate building team efforts and problem solving of work related issues by employees.
31. Maintain or perform website content function within assigned role.
32. Perform special projects as assigned by the City Manager and related duties and responsibilities as required.

## **QUALIFICATIONS**

### **Knowledge of:**

- Operations, services and activities of a comprehensive municipal management program.

- Principles and practices of effective customer-service relations, communications, and resolutions.
- Managing highly complex and multi-disciplinary development, engineering, or planning activities.
- Methodology and statistics, modern management practices, financial management, banking and real estate practices.
- Management skills to analyze programs, policies and operational needs.
- National, State, and local laws and regulations related to land use planning, zoning, redevelopment, and economic development.
- Principles and practices of program development and administration.
- Principles and practices of municipal budget preparation and administration.
- Principles and practices of risk management.
- Principles and practices of mediation and settlement.
- Principles and practices of both long range and current planning operations.
- Principles of supervision, training and performance evaluation.

**Ability to:**

- Work in organized team efforts and assist in problem solving work related issues for continuous improvement.
- Work with City engineers regarding complex and politically-sensitive engineering and architectural programs.
- Interpret planning, zoning, and engineering programs to the general public.
- Encourage and facilitate environment for building team efforts and problem solving of work related issues by employees.
- Ensure necessary training and other technical support for building an environment that encourages teams and continuous improvement.
- Lead and direct the operations, services and activities of a comprehensive community development and municipal service delivery program or a related field.
- Identify and respond to community and City Council issues, concerns, and needs.
- Delegate authority and responsibility.
- Plan, organize, direct and coordinate the work of lower level staff.
- Select, supervise, train and evaluate staff.
- Analyze problems, identify alternative solutions, project consequences of proposed actions and implement recommendations in support of goals.
- Develop and administer departmental goals, objectives, and procedures.
- Prepare clear and concise administrative and financial reports.
- Prepare and administer large and complex budgets.
- Research, analyze, and evaluate new service delivery methods and techniques.
- Interpret and apply Federal, State and local policies, laws and regulations.
- Communicate clearly and concisely, both orally and in writing.
- Establish and maintain effective and positive working relationships.
- Maintain effective audio/visual discrimination and perception to the degree necessary for the successful performance of assigned duties.
- Maintain mental capacity, which allows the capability of making sound decisions and demonstrating intellectual capabilities.

**Education/Experience:**

Equivalent to a Bachelor's Degree from an accredited college or university with major coursework in land use planning, geography, architecture, landscape architecture, public administration, economics, environmental studies, engineering, business management or closely related courses and six (6) years of progressively responsible experience performing above or related duties, to include three (3) years in a supervisory capacity, or an equivalent combination of education and/or experience.

**Special Requirements:**

- Valid Arizona driver's license.
- American Institute of Certified Planners (AICP) certification is required.

**Physical Demands:**

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. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

- Work is performed mostly in office settings. Some outdoor work is required in the inspection of various land use developments and construction sites. Hand-eye coordination is necessary to operate computers and various pieces of office equipment.
- The employee must occasionally lift and/or move up to 10 pounds. Specific vision abilities required by this job include close vision, distance vision, peripheral vision, depth perception, and the ability to adjust focus.

**Work Environment:**

The work environment characteristics described here are representative of those an employee encounters while performing the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

- While performing the duties of this job the employee occasionally works in outside weather conditions. The employee occasionally may be exposed to wet and/or humid conditions or airborne particles.
- The noise level in the work environment is usually quiet in the office, and moderate to loud in the field.