



February 2026
FLSA: Exempt

BUSINESS DEVELOPMENT MANAGER

DEFINITION

Under general direction, manages the City's business and economic development program and initiatives, including professional-level assignments in research, analysis, planning, and implementation; serves as a liaison between the City and businesses for the functions of business attraction, assistance, retention, and expansion; coordinates assigned activities and fosters cooperative working relationships with City staff, City Council, business and development partners, intergovernmental and regulatory agencies, and the public; provides highly responsible and professional assistance to management in areas of expertise; and performs related duties as assigned.

SUPERVISION RECEIVED AND EXERCISED

Receives general direction from the Director of Development Services or assigned management. Exercises direct supervision over assigned staff.

CLASS CHARACTERISTICS

This is a single management-level position that performs responsible administrative, technical, program, and project management duties in support of the City's business and economic development initiatives. This class is responsible for coordination of projects and programs between City departments, outside agencies, and business and development partners and clients. Incumbent exercises significant independence and decision-making authority. This class is distinguished by the performance of a full range of exceptionally responsible duties as assigned with no or minimal assistance or direction within broad guidelines.

TYPICAL JOB FUNCTIONS

The following list of job functions is descriptive of general duties and non-inclusive. Management reserves the right to add, modify, change, or rescind the work assignments and conditions of different positions.

- Develops, plans, coordinates, and implements the City's business and economic development program and initiatives regarding business assistance, attraction, retention and expansion, partnership development, entrepreneurships and community development;
- Works with developers, consultants and the business community to identify and recommend programs and projects that further economic investment; evaluates and develops recommendations regarding development concepts and project proposals; provides assistance and serves as an advocate for businesses and communities to identify and resolve business and economic development impediments.
- Sets annual program goals and objectives consistent with budget; plans, develops, and implements programs, plans, and policies to foster economic growth.
- Collaborates with City staff, public officials, business community, consultants, media, and citizens in the accomplishment of program objectives; maintains professional relationships with regional, county, and local business and economic development organizations; makes presentations to private sector executives, local agencies, community groups, and City Council regarding the business advantages and opportunities within the City.

- Works as the single point of contact with existing and prospective businesses, developers, brokers, and partners to facilitate business expansion in or relocation to the City; provides guidance to businesses throughout the development and permitting process; assists new and expanding businesses in site selection, acquisitions, and facility construction.
- Gathers, tracks, and analyzes local, regional, and state economic and market indicators and other data, draws appropriate conclusions, and makes appropriate recommendations; conducts research regarding economic conditions and trends in the local area and makes recommendations for programs and activities for the City; identifies target industries based on operating, workforce, distribution, and infrastructure criteria and City objectives.
- Develops and conducts a wide variety of outreach efforts; prepares marketing communications, program outreach, and public education materials for web, print, and social media; prepares press releases and information updates for City staff, elected officials, and the public on assigned projects; attends local and regional events to represent the City and promote program initiatives.
- Prepares and implements various long-range planning documents; prepares long-term business and economic development recommendations and plans; recommends schedules and specific plans for the implementation of development on identified sites.
- Develops and keeps accurate records of business and economic development activities; prepares a variety of comprehensive, periodic, progress, and special reports and recommendations, including regular public program updates.
- Monitors legislation and developments related to business and economic development matters; evaluates their impact on City operations and programs, and recommends and implements policy and procedural improvements.
- Prepares, reviews, and presents staff reports, various management and information updates, and reports on special projects as assigned; makes presentations to the City Council and a wide variety of committees, boards, and commissions; serves as a liaison with City Council and other commissions to further objectives and resolve issues on behalf of the Department.
- Develops and manages procurement of materials and supplies, technical services, and professional services; prepare specifications, Requests for Proposals, and scopes of work; evaluates proposals and recommends award; negotiates contracts; ensures purchase orders and contracts have the appropriate documentation, insurance, and signatures prior to the start of work; complies with City Purchasing Policies & Procedures, Municipal Code, and California Public Contract Code.
- Administers contracts and supervises the work of vendors, consultants, and contractors; ensures compliance with specifications and City service quality and regulatory requirements; establishes schedule and performance criteria; negotiates claims and disputes with contractors and consultants; monitors project and grant budgets; approves invoices within signature authority.
- Researches funding opportunities; coordinates and/or completes and submits grant applications; tracks grant-funded projects and requirements; processes and maintains paperwork and reimbursement requests in compliance with funding and reporting requirements.
- Continuously monitors and evaluates the efficiency and effectiveness of service delivery methods and procedures; assesses and monitors workload, administrative and support systems, and internal reporting relationships; identifies opportunities for improvement and reviews with management; directs the implementation of improvements.
- Supervises, selects, trains, motivates, and evaluates assigned personnel; provides or coordinates staff training; works with employees on performance issues; responds to staff questions and concerns; makes discipline recommendations to the Director.
- Serves as a representative for the Department and City in coordination with governmental agencies, community organizations, and other stakeholder groups as a participant in meetings, committees, and other professional settings.
- Responds to difficult and sensitive public inquiries and complaints and assists with resolutions and alternative recommendations.
- Attends and participates in meetings, conferences, workshops, and training sessions; stays abreast of new trends and innovations in field of expertise.

- Directs the maintenance of files, databases, and records related to program activities and work performed.
- Ensures staff compliance with all City and mandated safety rules, regulations, and protocols.
- Performs related duties as required.

QUALIFICATIONS

Education and Experience:

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

Education:

Equivalent to a bachelor's degree from an accredited college or university.

Experience:

Five (5) years of increasingly responsible experience in business and economic development, planning, business administration, redevelopment, or a related field, including two (2) years of management or supervisory experience. A master's degree may substitute for one (1) year of experience.

Licenses and Certifications:

- Possession of a valid California Driver's License and a satisfactory driving record to be maintained throughout employment.

Knowledge of:

- Principles, best practices, and purposes of community development, business and economic development, and redevelopment.
- Principles and practices of government and community relations.
- Principles and practices of small business planning, operations, finance, and assistance.
- Principles and practices of urban planning.
- Principles and practices of employee supervision, including work planning, assignment review and evaluation, discipline, and the training of staff in work procedures.
- Administrative principles, practices, and methods including goal setting, program development, implementation and evaluation, policy and procedure development, quality control, and work standards.
- Principles and techniques for working with groups and fostering effective team interaction to ensure teamwork is conducted smoothly.
- Budgetary systems and procedures.
- Quantitative and qualitative analytic techniques.
- Legislative analysis, processes, and rulemaking at various levels of government.
- Occupational hazards and safety standards related to conducting assigned duties, including driving rules and practices.
- Principles of mathematics and statistics.
- Applicable federal, state, and local laws, codes, and regulations as well as industry standards and best practices pertinent to the assigned area of responsibility.
- City and mandated safety rules, regulations, and protocols.
- Principles and procedures of recordkeeping, report writing, and preparation of correspondence.
- Techniques for providing a high level of customer service, by effectively dealing with the public, vendors, contractors, and City staff.

- The structure and content of the English language, including the meaning and spelling of words, rules of composition, and grammar.
- Modern equipment and communication tools used for business functions and program, project, and task coordination, including computers and software programs relevant to work performed.

Ability to:

- Plan, organize, and coordinate a variety of business and economic development programs, projects, and services within the City and region, both independently and under general direction.
- Work effectively across City departments and with outside agencies and partners to process and expedite business assistance and permitting projects.
- Develop cooperative public relations with contractors, developers, business owners, and the general public.
- Exercise independent, astute judgment and operate effectively in sensitive political, community, business, and proprietary situations.
- Provide information to the general public regarding business and economic development activities.
- Select and supervise staff, provide training and development opportunities, ensure work is performed effectively, and evaluate performance in an objective and positive manner.
- Assist in the development and implementation of goals, objectives, practices, policies, procedures, and work standards.
- Provide administrative, management, and professional leadership.
- Assist in preparing and administering large and complex budgets; allocate limited resources in a cost-effective manner.
- Understand the organization and operation of the City and of outside agencies as necessary to assume assigned responsibilities.
- Interpret legislative and regulatory requirements into policies, procedures, and programs.
- Research, analyze, and evaluate new service delivery methods, procedures, and techniques.
- Respond to and investigate inquiries and complaints and prepare an appropriate response; effectively resolve conflict within assigned area of responsibility; negotiate and resolve complex issues.
- Analyze problems, identify alternative solutions, project consequences of proposed actions, and implement recommendations in support of division and department goals and objectives.
- Conduct research, analyze and interpret data, draw conclusions, and summarize and present information, reports, and data in an effective manner.
- Understand, interpret, apply, and ensure compliance with all pertinent laws, codes, regulations, policies and procedures, and standards relevant to work performed.
- Effectively represent the division and City in meetings with governmental agencies; community groups; various business, professional, and regulatory organizations; and in meetings with individuals.
- Prepare clear and concise reports, correspondence, documentation, and other written materials.
- Use tact, initiative, prudence, and independent judgment within general policy and procedural guidelines.
- Preserve confidentiality of sensitive material routinely encountered as part of work assignments.
- Independently organize work, set priorities, meet critical deadlines, and follow-up on assignments.
- Communicate clearly and concisely, both orally and in writing, using appropriate English grammar and syntax.
- Establish, maintain, and foster positive and effective working relationships with those contacted in the course of work.
- Effectively use computer systems, software applications relevant to work performed, and modern business equipment to perform a variety of work tasks.

PHYSICAL DEMANDS

Must possess mobility to work in a standard office setting and use standard office equipment, including a computer; vision to read printed materials and a computer screen; and hearing and speech to communicate in person and over the telephone. This is primarily a sedentary office classification although standing in work areas and walking between work areas may be required. Finger dexterity is needed to access, enter, and retrieve data using a computer keyboard or calculator and to operate standard office equipment. Positions in this classification occasionally bend, stoop, kneel, reach, push, and pull drawers open and closed to retrieve and file information. Employees must possess the ability to lift, carry, push, and pull materials and objects up to 25 pounds.

ENVIRONMENTAL CONDITIONS

Employees work in an office environment with moderate noise levels, controlled temperature conditions, and no direct exposure to hazardous physical substances. Employees may interact with upset staff and/or public and private representatives in interpreting and enforcing departmental policies and procedures.

WORKING CONDITIONS

Employees in this position are expected to work varying work schedules, weekends, evenings, and holidays, and may be called back to work, as required to accommodate the City's needs. Managerial and supervisory employees are expected to be reasonably responsive during off-hours to provide support for their areas of assignment.

ACCOMMODATIONS

The City will make reasonable accommodations so that qualified employees can perform the essential functions of the job in accordance with the Americans with Disabilities Act of 1990 and other relevant legislation and regulations.