

## **CITY OF SALINAS**

### **ENTERPRISE ZONE MANAGER**

**BARGAINING UNIT/CLASS CODE:**  
**AMPS/D12 Range 48**

#### **DEFINITION**

The Enterprise Zone Manager will direct all administrative functions of the zone including the administration of vouchering and marketing for the Salinas Valley Enterprise Zone (SVEZ).

#### **SUPERVISION RECEIVED AND EXERCISED**

Receives administrative direction from the Economic Development Director. Exercises direct supervision over technical and clerical staff.

#### **ESSENTIAL JOB FUNCTIONS OF THE POSITION** Duties may include, but are not limited to the following:

Assist in the development and monitor goals and progress of SVEZ job development, marketing, vouchering and zoning. Analyze options and coordinate all activities of the city and county SVEZ participants; prepare agendas and schedule all required meetings of the SVEZ Board. Direct all zone administration including performance of an oversight role in making sure that all required monthly and annual reports are filed in a timely manner within State and Federal regulations. Review and monitor overall progress and achievement of the goals of the SVEZ as part of the self-evaluation process and prepare reports and recommendations on areas that require improvement. Make periodic presentations to the governing boards (Board of Supervisors, City Council and Boards of Directors of other participating agencies) on the status and progress of the SVEZ Program and conduct outreach efforts in marketing the SVEZ. Undertake business expansion, attraction and retention activities for the SVEZ. Interact and work with and make presentations to the SVEZ members in evaluating their effectiveness as well as other economic development partners. Assist businesses in locating potential alternative sources of financing to facilitate their decisions to expand or locate in the SVEZ. Direct inquiries to appropriate institutions, including the U.S. Small Business Administration and other federal, state, regional and local agencies. Oversee inclusion of financing material on the SVEZ website and in brochures, pamphlets and other marketing materials. Administer, monitor, and update the vouchering policy, performance, plans and procedures, including the collection of voucher fees and the transfer of appropriate fees to the State within time constraints; facilitate the review and audit of the voucher program by internal and external auditors. Execute the three-tier marketing system and direct resources toward attracting external and new-start firms, as well as retaining internal firms within SVEZ. Market the benefits of SVEZ to targeted workers and the workforce development community. Manage, coordinate, organize and supervise the work of staff. Perform related duties as assigned.

#### **PHYSICAL AND MENTAL CHARACTERISTICS**

Physical, mental and emotional stamina to perform the duties and responsibilities of the position; manual dexterity sufficient to write, use telephone, computer, business machines and related equipment; vision sufficient to read printed materials, visual display terminals, detailed fine writing on plans and specifications for development projects, and distinguish colors for design evaluation purposes; hearing sufficient to conduct in person and telephone conversations; speaking ability in an understandable voice with sufficient volume to be heard in a normal conversational distance, on the telephone and in addressing groups; physical agility to push/pull, squat, twist, turn, bend, stoop and reach overhead as needed; physical mobility sufficient to move about the work environment, physical strength to lift up to 20 lbs.; physical stamina sufficient to sit for prolonged periods of time; mental acuity to collect and interpret data, evaluate, reason, define problems, establish facts, draw valid conclusions, make valid judgments and decisions.

**CITY OF SALINAS  
ENTERPRISE ZONE MANAGER (continued)**

**WORKING CONDITIONS**

Business office working environment subject to sitting at a desk for long periods of time, bending, crouching, or kneeling at files, pushing/pulling of file drawers and supplies, reaching in all directions and prolonged periods of time working at a computer terminal. Occasionally include driving to job sites, training and out-of office meetings.

**QUALIFICATIONS**

**Knowledge of:**

Principles and practices of economic and community development, small business management and project management. Approaches for linking employment training and economic development programs. Basic economic research and analysis principles. Local, state, national and international economic trends. Local resources, organizations, and institutions in the economic development field. Data base management, statistical programming, spreadsheets, and word processing computer skills. Interviewing and surveying techniques. Contract writing, negotiation techniques, and liability requirements. Financial mechanics for loans and bonds, and cash flow analysis. Municipal codes and regulations covering business licenses, bond redemptions, and related activities. Public contact skills, staff support, and group process skills.

**Ability to:**

Express oneself clearly and concisely, both orally and in writing, and to edit written material in order to develop and lead the SVEZ. Speak effectively to large and small audiences including individual business owners, business associations and trade groups. Coordinate projects with interdisciplinary staff. Collect, organize, analyze, and interpret data. Write clear, concise reports. Develop and maintain marketing materials including brochures, pamphlets, and official SVEZ website. Interact effectively with diverse cultures and with a variety of clients, staff supervisors and local, state and national representatives to promote the SVEZ and its goals.

**License or Certificate:**

Possession of a valid California (Class C) Driver's License.

**Education and Experience:**

An example of the education and experience which most likely demonstrates the knowledge, skills and abilities required to perform the duties, would be any combination equivalent to a Bachelors degree from an accredited college or university in Business, Finance, Public Administration, Economic Development or a related field. The equivalent of at least five (5) years experience in developing, completing, and managing complex economic development projects is also required.

Reviewed \_\_\_\_\_ Approved \_\_\_\_\_  
Department Head Human Resources Officer

Approval Date \_\_\_\_\_

**ORIG: 01-09**