



FLSA: Exempt\*

## Director of Business Development and Communication

### SUMMARY

Under general direction, plans, organizes, manages, and provides administrative direction for all functions and activities of the Economic Development, Public Information Office and Information Technology Departments. Performs a variety of administrative, technical and professional work in preparation and implementation of economic development plans, programs, and services, as well as all media relations, communications, public information, and marketing. This position provides complex assistance to Town management staff and the Town Council in areas in areas of expertise, and is charged with managing the Town's identity, image and outreach to its various audiences.

### SUPERVISION RECEIVED AND EXERCISED

Receives general supervision from the Town Manager. The work provides for a wide variety of independent decision-making, within legal and general policy and regulatory guidelines. Exercises general direction and supervision over supervisory, professional, technical, and clerical staff.

**ESSENTIAL FUNCTIONS** -- *Essential functions, as defined under the Americans with Disabilities Act, may include any of the following representative duties, knowledge, and skills. This list is ILLUSTRATIVE ONLY and is not a comprehensive listing of all functions and duties performed by incumbents of this class. Employees are required to be in attendance and prepared to begin work at their assigned work location on the specified days and hours. Factors such as regular attendance at the job are not routinely listed in job descriptions but are an essential function. Management reserves the right to add, modify, change or rescind the work assignments of different positions and to make reasonable accommodations so that qualified employees can perform the essential functions of the job. Essential duties and responsibilities **may** include, but are not limited to, the following:*

- Contributes to the overall quality of each division's service by developing, reviewing, and implementing policies and procedures to meet legal requirements and Town needs; continuously monitors and evaluates the efficiency and effectiveness of service delivery methods and procedures; assesses and monitors the distribution of work, support systems, and internal reporting relationships; identifies opportunities for improvement; directs the implementation of change.
- Serves as the Town's spokesperson to the residents and business community of Apple Valley; promote Town services, activities, events and programs; communicate the policies and actions of the Town Council and Manager to the press, the public, and other stakeholders.
- Develops marketing strategies, including market research and community surveys, messaging, and related branding; product and service offerings to community and business support services.
- Works with all entitlement departments and utility companies in providing guidance to individuals and companies to establish, relocate, or expand their businesses within the community.
- Directs and participates in the development and administration of department budgets.

- Becomes familiar with the existing inventory of available buildings and business and residential development sites within the community. This will include both public and private buildings and land areas.
- Assists with negotiation and the management of professional service contracts, property sales or acquisition, and economic development oriented negotiations, as assigned.
- Develop and direct the technology division's strategic work plan including short- and long-range planning, including coordination with the public information office and PEG programming. Develop and implement procedures to improve organizational efficiencies and business processes utilizing technology systems and resources to reduce costs, save time, and streamline services, and to elevate the level of media and technology services provided to the Town's residents and customers.
- Performs related duties as required or assigned.

### **DISTINGUISHING CHARACTERISTICS**

This is a department head classification that directs and participates in all activities of the Economic Development, Public Information Office, and Information Technology Departments including serving as the Town's official spokesperson. The incumbent is accountable for accomplishing goals and objectives for the office and for furthering Town goals and objectives within general policy guidelines.

### **MINIMUM QUALIFICATIONS**

#### **Education, Training, and Experience Guidelines**

*An equivalent combination of training and experience that would provide the required knowledge, skills and abilities may be considered. A typical way to obtain the required qualifications would be:*

Equivalent to graduation from an accredited four-year college or university with major coursework in business or public administration, communications, marketing, public relations, economics or a related field, and five (5) years of experience in communications, including three (3) years of supervisory experience.

### **LICENSE AND CERTIFICATION REQUIREMENTS**

- Valid California class C driver's license with satisfactory driving record and automobile insurance.

#### **Knowledge of:**

- Administrative principles and practices, including goal setting, program development, implementation and evaluation, project management, and supervision of staff, either directly or through subordinate levels of supervision.
- Principles and practices of budget administration.
- Principles and practices of employee supervision, including work planning, assignment, review and evaluation, and the training of staff in work procedures.
- Organization and management practices as applied to the development, analysis, and evaluation of programs, policies, and operational needs of the assigned division.
- Techniques for dealing effectively with the public, vendors, contractors, and Town staff, in person and over the telephone.
- Techniques for effectively representing the Town in contacts with governmental agencies, community groups, various business, professional, educational, regulatory, and legislative organizations.
- Techniques for providing a high level of customer service to public and Town staff, in person and over the telephone.

- Plan, organize, direct, and coordinate the work of management, supervisory, professional, and technical personnel; delegate authority and responsibility.

**Ability to:**

- Recommend and implement goals, objectives and practices for providing effective and efficient services.
- Manage and monitor complex projects, on time, and within budget.
- Plan, organize, schedule, assign, review, train and evaluate the work of staff.
- Research, analyze, evaluate and develop improvements in operations, procedures, policies, or methods.
- Prepare clear and effective technical reports, correspondence, policies, procedures, and other written materials.
- Effectively represent the division and the Town and communicate with governmental agencies, community groups, businesses, professional, and regulatory organizations, and in meetings with individuals.
- Operate modern office equipment, including computer equipment and specialized software applications programs.
- Use English effectively to communicate in person, over the telephone, and in writing.
- Use tact, initiative, prudence, and independent judgment within general policy, procedural, and legal guidelines.
- Establish and maintain effective working relationships with those contacted in the course of the work.
- Considerable knowledge of business development, community, and economic development.
- Working knowledge of municipal zoning and infrastructure, and planning programs and processes.

**PHYSICAL DEMANDS AND WORKING ENVIRONMENT**

Must possess mobility to work in a standard office setting and use standard office equipment, including a computer; to operate a motor vehicle, and to visit various Town and meeting sites; vision to read printed materials and a computer screen; and hearing and speech to communicate in person, before groups, 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, typewriter 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 necessary to perform job functions. 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.

*\*FLSA designations cannot be assigned to a class. An employer must show that each employee meets every requirement of the claimed exemption. The FLSA designation listed above is for general administrative guidelines.*