

EEO Statement

The City of Menlo Park is an Equal Opportunity Employer. Women, minorities and individuals with disabilities are encouraged to apply.

Applications

Applicants whose applications meet the needs of the City and this position in terms of training, experience, education and other job related characteristics will be invited to participate in the selection process. The selection process will consist of an in-depth panel discussion to include a comprehensive review and assessment of knowledge, skills and abilities as they relate specifically to this assignment. Additional evaluation (including testing) of job skills, knowledge and abilities may be given if deemed appropriate.

Mission Statement

It is the mission of the City of Menlo Park to ensure that Menlo Park is desirable community in which to live, do business and have fun. The City is to be a place where residents and business people work together to attain a high quality of life for all of its citizens. Menlo Park should be characterized by unique, safe and tranquil residential and business neighborhoods that are aesthetically pleasing, environmentally sound and well-maintained.

We value high quality public services which are responsive to community needs.

We value cooperative efforts to achieve our agreed upon goals.

We value accountability and fiscal responsibility.

We value a humane organizational environment.

The information contained herein does not constitute either an

expressed or implied contract and these provisions are subject to change.

Benefits

The City offers an excellent benefit package which consists of:

Vacation: Progressive, paid vacation starting with 11 days per year.

Sick Leave: 8 hours per month.

Health Insurance: City contribution towards medical coverage.

Holidays: 11 holidays and 4-1/4 floating days off with pay per year.

Dental & Vision: City reimbursement plan. There is a six months waiting period.

Retirement: Public Employees' Retirement System, 2% at 55 plan.

Deferred Compensation: Voluntary.

Life Insurance: 1-1/2 times regular annual wage.

Long Term Disability: Subject to 90 days waiting period.

To Contact Us

Phone

(650) 330-6670

Fax

(650) 327-5382

Website

www.menlopark.org

Personnel

**City of Menlo Park
701 Laurel Street
Menlo Park, CA 94025**

Employment Opportunity

Business Development Manager



**\$6,423.36-\$7,750.46
monthly**

**Final Filing Date:
6/27/03**

Business Development Manager

Under general direction, reports to the Director of Community Development and performs a wide range of responsible administrative work for the business development program; oversees and coordinates the City's business development efforts including recruitment, retention and job/revenue development. Develops strategies designed to promote the City as a business destination. Performs related work as required.

DISTINGUISHING CHARACTERISTICS

This incumbent in this classification serves as a program manager and performs a wide variety of professional, administrative and managerial duties in coordinating the City's business development program. The incumbent will be expected to develop a close relationship with staff, City officials and other governmental, civic and business groups.

IMPORTANT AND ESSENTIAL DUTIES

Essential and other important responsibilities and duties may include, but are not limited to, the following:

- Plans, organizes, directs and coordinates all activities of and establishes goals for the Business Development Program;
- Develops performance criteria to measure results of program initiatives and implements program objectives;
- Plans, schedules and executes program activities, from initial planning, feasibility, community involvement and acceptance, to implementation within project timetables, and subsequent review and evaluation;
- Coordinates program activities and acts as an ombudsman with other City departments, outside agencies, developers, real estate professionals and citizens groups to facilitate the development process;
- Collects data and conducts research studies, needs assessments, surveys and analyses relative to the areas of responsibility;

- Develops and implements programs for business enhancement, retention, incubation and expansion;
- Works closely with local businesses and conducts outreach to recruit potential businesses;
- Meets with individuals and companies interested in developing within the City and advises them on City policies, including, but not limited to the General Plan and Zoning Ordinance, as they apply toward their project;
- Represents the City in negotiations with applicants, real estate professionals, developers and officials dealing with intergovernmental planning activities;
- Prepares and/or coordinates the preparation of the program plans, goals, objectives and funding requests;
- Administers the program budget;
- Keeps current on new economic development strategies and concepts employed by other agencies, and interprets trends within the development community;
- Provides support to the Community Development staff in the day-to-day contact with customers regarding development processing and review; may exercise indirect supervision and coordinate staff assigned to the business development program.

Knowledge of land development process in a municipality and of state and municipal planning, zoning and economic development laws; principals, practices and issues involving economic development including business retention, industrial recruitment, incubation, the land development process, real estate and business financing techniques; principals of strategic planning, total quality management and business process improvement; principals and practices of modern public administration and management; principals, practices and procedures of grant writing and administration; needs of the business community to foster success and how City government can help meet those needs; principals and practices of general supervision; personal computer software including word processing, database, spreadsheet and presentation.

Ability to work cooperatively with staff within a team oriented environment; coordinate and implement a busi-

ness development program, including an aggressive and proactive outreach and communication program which projects a positive image of the community; establish and maintain a positive customer service attitude and effective working relationship with customers contacted in the course of work; interpret and apply complex rules, regulations, laws and ordinances to the coordination of economic and other development activities; organize work, set priorities, and exercise sound business judgment within established guidelines, including creative means to solve development problems; conduct successful negotiations with developers involving active listening and persuasion skills; apply technology in the collection and analysis of planning and economic development data and in the design of effective marketing materials; communicate effectively both verbally and in writing; make effective presentations to a variety of audiences within the community.

Graduation from an accredited four-year college or university, with a degree in urban planning, business or public administration, economics, finance or a related field. A Masters degree is desirable and may substitute for two years or the professional experience required.

A minimum of four years of progressively responsible professional experience in positions providing exposures to economic development and planning activities.

License: Possession of a valid California Drivers License

Working Conditions: Primarily work in an office environment, type for prolonged periods, maintain a sustained posture in a seated position, with occasional field work which may involve walking, standing, climbing, bending, stooping, and full range of body movement. May be required to work evenings or weekends.