

**CITY OF YAKIMA
JOB SPECIFICATION**

CODE: 1150	TITLE: Director of Community and Economic Development
Rev: 2/24	

DEFINITION: By appointment and under administrative direction of the City Manager, the Director of Community Development is responsible for proper administration and operation of the Community Development Department.

This position plans, directs, manages and oversees the activities and operations of Planning, Community Development, and Codes Administration including land use, short and long-range planning, building codes and permits, and environmental review; coordinates assigned activities with other departments and outside agencies; and provides highly responsible and complex administrative support to the City Manager. As a member of the City's Leadership Team, the position is expected to demonstrate and foster excellent communication skills, to actively and effectively engage in strategic planning and organizational development, and assist subordinate managers in developing and implementing procedures to accomplish departmental goals and objectives.

The work performed is characterized by the exercise of independent judgment in the development of plans, rules, regulations and policies conforming to general priorities and policies as set forth by the City Manager and City Council. The Community Development Director is expected to understand and supports the over-arching strategic goals of the City, the nature of budget development and management, and work to balance the needs of the department with the reality of scarce resources.

DUTIES

ESSENTIAL FUNCTIONS: Plans, organizes and directs the activities, projects and programs of the Community Development Department including organizing and directing short and long-range planning programs; the review and approval of land use, building codes and permits; initiating and contributing to community development projects and programs; and recommends and administers policies, procedures and budgets. Ensure compliance with applicable laws and regulations.

Establishes, implements, facilitates and maintains department programs, goals and objectives, and formulates policies, procedures, rules and regulations necessary to carry them out; provides positive leadership and guidance to managers and subordinate staff in the development and implementation of operating policies and procedures to accomplish departmental goals and objectives. Manages the development and implementation of department business plans, including, but not

limited to, strategic analysis, goals and methods for achieving and measuring them, objectives, responsibilities, and priorities. Explains, defends, negotiates, monitors, evaluates, and resolves, sensitive and controversial decisions, programs, policies, and issues.

Provides complex, analytical assistance and support to the City Manager, Assistant City Manager and other senior management staff; investigates, analyzes and formulates strategies for resolution of issues; coordinates and participates in the development of strategies that maintain and enhance the short and long-term plans to meet the goals and objectives toward economic vitality of the City; plans, organizes, coordinates, directs and evaluates economic development, downtown development, and neighborhood development activities within the City.

Analyzes and assists in prioritizing potential development projects and/or opportunities and assists in implementing those projects; compiles and evaluates information, researches and prepares reports, including progress and status reports concerning special projects, program activities and other issues; develops and/or fosters development plans that meets the needs and goals of the entire community.

Monitors the efficiency and effectiveness of department operations and activities; provides for on-going evaluation of the cost/benefit of programs and operations; explores alternative ways of meeting existing and future service demands. Establishes, within City policy, appropriate service and staffing levels; assesses and monitors workload, administrative and support systems, and internal reporting relationships; identifies opportunities for improvement; monitors and evaluates the efficiency and effectiveness of service delivery methods and procedures; allocates resources accordingly. Directs and implements changes; provides for timely and successful internal and external communication.

Makes effective use of subordinates through appropriate delegation of tasks, duties, and responsibilities, and requires accountability of subordinates. Plans, directs and coordinates, department's work plan; assigns projects and programmatic areas of responsibility; reviews and evaluates work methods and procedures; meets with key staff to identify and resolve problems. Selects, trains, motivates, mentors, and evaluates assigned personnel; provides and/or coordinates staff training; oversees departmental organizational development consistent with the City's overall efforts; plans for employee professional development; works with employees to correct deficiencies; implement discipline and termination procedures as necessary. Identifies training needs and provides appropriate training and development opportunities to enable individual growth and potential advancement.

Prepares performance evaluation reports on immediate subordinates; reviews and approves performance evaluations prepared by subordinates on all department

personnel. Ensures performance evaluations are completed in a timely and thorough manner throughout the department.

Oversees the City's programs and planning for low income and affordable housing, use of various grants and other funding of community and human services, and targeted development project for neighborhoods. In collaboration with the City Manager's Office, works with neighborhood groups and representatives, community service providers, business owners and developers to address neighborhood issues and concerns related to preservation and quality of life issues, revitalization, housing, and human needs.

Responds efficiently to citizen inquiries/complaints and provides assistance to staff in resolving difficult or unusual situations and problems. Ensures self and department staff maintain a positive relationship with homeowners, engineers, architects, developers, contractors, and other constituents while enforcing development codes and regulations. Works with the City Manager's Office to encourage growth and development consistent with the City's plans and Council direction.

Ensures appropriate and timely information is provided to the City Manager. Effectively communicates, promotes and reinforces the goals, values and objectives of the City and the department with citizens and subordinates; creates a positive, constructive work atmosphere; facilitates and manages organizational change; promotes continual improvement within the department; demonstrates capacity to successfully lead and mentor a productive team.

Stays abreast of new trends and innovations in the field of planning and development services; maintains current knowledge of: applicable best practices; Washington State rules, regulations and statutes; and legal decisions affecting the City and department. Makes necessary changes in department policies and procedures; prepares or directs the preparation of memos, reports and correspondence on a wide variety of topics including, but not limited to, department activities, direction, and accomplishments.

Responsible for presentations to the public, the City Manager and/or the City Council as necessary. Represents the City and department to other departments, elected officials, outside agencies, regional and state forums, various panels and committees; coordinates assigned activities with other departments and outside agencies and organizations; prepares and presents new policies, ordinances and reports for the Planning Commission and the City Council; participates in community and professional organizations. Maintains positive community/customer relations for the department within and outside the City including exchanging information, receiving and responding to concerns and issues, and determining appropriate resolutions. Presents a professional and positive image of self, the

department and the City and demonstrates the highest level of respect, honesty and integrity at all times.

In cooperation with the City Manager, Assistant City Manager, and the Director of Budget and Finance develops, prepares, and monitors the department budget including the incorporation of individual division budgets by reviewing past expenditures, analyzing future needs, and making determinations regarding the necessary resources to accomplish department goals and meet community needs. Recommends major budget policy issues; directs the proper accounting of all receipts and disbursements; ensures equipment and supplies necessary for department operations are available; authorizes purchases and expenditures.

Directs the preparation of grant proposals for additional funding from State and Federal sources; administers grants and ensure successful completion of work program. Administers contracts with outside consulting services as required; advertises, interviews and selects consultants; negotiates work programs for subsequent contracts.

Contributes to the effective administration of City government fostering an attitude among staff that encourages cooperation, effective time management, and coordination of efforts, and efficient use of resources. Provides continuous effort to improve operations, decrease turnaround times, streamline work processes, and work cooperatively and jointly to provide exceptional customer service to internal and external customer.

Performs other related duties as assigned by the City Manager, or Assistant City Manager.

Requires regular, reliable and punctual attendance.

MAJOR WORKER CHARACTERISTICS: Knowledge of: Operations, services and activities of a comprehensive planning and community development program; principles and practices of urban planning and engineering, and their application to various development projects; principles and practices of community; principles and practices of program development and administration; current social, political and economic trends and operating problems of municipal governments; economic analysis techniques related to market, feasibility and impact studies; federal, state, and local laws regarding the operation of City government; grant research and preparation; effective organizational and management principles and practices as applied to the analysis and evaluation of economic development programs, policies and operational needs; principles and practices of municipal government budget preparation and administration; sound principles and practices of public administration and policy development.

Knowledge of federal, state and city laws and ordinances pertaining to funding, accounting and financing practices, real estate laws and practices and City of Yakima planning and zoning requirements.

Knowledge of best principles and techniques of management, supervision and leadership; practices and principles of work flow and systems analysis; record keeping systems, processes, and practices; best principles and practices for project and financial management; municipal records retention procedures, and techniques. Strong working knowledge of City of Yakima policies and procedures. Must demonstrate knowledge and sound judgement with regard to public disclosure, and confidentiality standards.

Knowledge of basic principles and practices related to construction activities; economic development; and community organizations, their functions and responsibilities.

Strong working knowledge of: computer spreadsheets; databases; industry applications; Microsoft Office Suite including Excel; report writing tools; professional office procedures and practices; and computerized municipal budgetary and fiscal management practices.

Knowledge and understanding of the concept of exceptional customer service, modeling and encouraging this behavior from others. Demonstrates knowledge of and adherence to a high standard of personal and professional ethics and integrity.

Knowledge of principles and practices of community involvement techniques, dispute mediation and consensus building; techniques and strategies for dissemination of complex and/or technical written and verbal information to a wide range of individuals, including, but not limited to: managers, staff, City Council; government officials, and members of the public.

Must be able to communicate clearly and effectively with employees and members of the public, representing diverse education and background, and with officials at all levels of government, utilizing well-developed communication skills, both written and oral, with appropriate use of business English, and plain English, including, but not limited to: correct grammar, vocabulary, letter composition, editing, spelling, and punctuation. Must be able to respond in a diplomatic and confident manner to individuals in various states of emotion and distress; handle sensitive material with a calm, professional, friendly and patient demeanor; and to understand and follow complex instructions. Ability to negotiate and present complex information clearly and concisely in both written and verbal formats. Must possess the ability to make informative and persuasive presentations to individuals and groups, conduct public meetings, and participate in public forums. Must routinely and regularly maintain confidentiality and discretion through all forms of communication.

Ability to: manage and direct a comprehensive planning and development services department; develop and administer departmental goals, objectives and procedures; analyze and assess programs, policies and operational needs and make appropriate adjustments; identify and respond to sensitive community and organizational issues, concerns and needs.

Ability to establish goals and objectives, develop comprehensive plans, forecast program changes and adjust operations in response to changes in operations. Ability to develop, present and gain acceptance for short and long-range programs and budgets. Must be able to locate grant resources, design, write and prepare local, state and federal grant applications.

Ability to evaluate circumstances and make sound, objective judgments and decisions in a timely manner, based on training and experience; analyze situations quickly and objectively; determine the proper course of action; react quickly and calmly under emergency conditions; and to cope with high stress situations firmly, courteously and tactfully.

Ability to maintain a positive relationship with the public while enforcing development regulations; prepare clear and concise administrative and financial reports; prepare and analyze technical and administrative reports, statements and correspondence; interpret and apply applicable Federal, State and local policies, laws and regulations relating to management and development activities; effectively prepare, administer, and review complex department and project budgets to determine financial impact on the city; effectively administer sound management principles, practices and methods.

Ability to effectively facilitate and lead cohesive, positive and highly productive work teams with a customer service focus; motivate, influence, guide, and counsel individuals towards positive activities and effective problem resolution; manage work in a team-based approach to problem-solving and solution implementation; supervise, plan, organize, mentor, and direct the work of a staff of technical, professional, operational and clerical personnel; select, train objectively evaluate personnel performance; provide constructive feedback to subordinates; delegate authority and responsibility; establish, facilitate, and maintain effective working relationships with other employees, the public, community organizations and government agencies; to consistently demonstrate tact, diplomacy, and respect to individuals, groups and organizations representing a wide diversity of ethnicities, cultures, opinions, and beliefs; develop and implement modern auditing and accountability methods, procedures, forms and records; and demonstrate a consistent willingness to complete a wide variety of tasks as needed with minimal direction or oversight. Ability to positively receive feedback and take direction is essential.

Ability to project consequences of proposed actions and implement recommendations in support of goals; research, analyze and evaluate new service delivery methods and techniques; oversee and conduct a variety of research studies in the areas of planning and development services; evaluate, research and write legislation as needed; read and interpret maps, property descriptions, charts, graphs and statistical data; interpret engineering, architectural and landscape plans and designs.

Ability to perform a variety of mathematical computations with ability to read, interpret and analyze complex and technical documents and to translate analysis into recommendations or reports. Ability to analyze data, facts and figures concerning housing, neighborhood, downtown, and economic development activities; develop short and long-term planning documents. Must possess ability to identify and define complex problems, establish facts, and draw valid conclusions and solutions.

Ability to convey a professional image via attire and demeanor; work independently with self-direction and minimal direction or oversight; use initiative and independent judgment within established procedural guidelines; maintain sustained attention to detail and work under timeline pressures in a calm and professional manner; formulate goals; prioritize and assign workloads; manage multiple tasks with competing deadlines; handle stressful situations effectively and efficiently; and complete work quickly and accurately while managing multiple interruptions. Excellent analytical and organizational skills are essential. Must possess ability to quickly adapt to changing priorities and demands.

Ability to operate standard office equipment including, but not limited to: telephone, copy/fax machine, and computer, utilize specialized software, and enter information into a computer system with speed and accuracy; effectively use City programs including but not limited to records management and automated information systems.

Ability to maintain annual educational and/or training requirements of the position, including but not limited to City mandatory training requirements.

Ability to work cooperatively as a supportive and service-oriented team member and adhere to the City's values including, but not limited to: customer focused teamwork; positive communication; and accountability in a punctual, regular and reliable manner.

Ability to work extended hours as needed to carry out the management and supervisory responsibilities and functions for the division.

PHYSICAL DEMANDS: Work is performed primarily in an office environment while sitting at a desk or computer terminal for periods of time or while standing for a period of time. Occasionally needs to move inside the office to access file cabinets, office machinery, and department records. Constant use of all senses including feeling/talking/hearing/seeing/listening/smelling while performing duties and while communicating with co-workers, general public and completing all tasks as assigned. Continuous use of both hands reaching/handling/grasping/keyboarding and other fine skills manipulation while performing duties and operating computers. Occasional lifting/carrying objects up to 25 pounds; occasionally ascends/descends stairs, and other inclines while maintaining balance and stability. Occasional bending, twisting at knees, waist, or neck and occasional stooping, bending, kneeling, climbing and/or crawling while performing duties. Must be able to distinguish color and maintain long-term and short-term memory to learn and remember simple to complex procedures. May work in remote locations or in noisy work areas. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

UNUSUAL WORKING CONDITIONS: Work with the public, some of whom may be angry, upset or emotionally disturbed. May frequently require some evening or weekend work to address workload and when meeting with the public. May be required to carry a cell phone or paging device and respond to operating issues and/or emergency situations outside the normal work schedule, including weekends and holidays. May require occasional travel from site to site for attendance at meetings, including evening meetings.

LICENSES, REGISTRATIONS AND/OR CERTIFICATES: Obtain/possess and maintain a valid Washington State Driver's License.

MINIMUM CLASS REQUIREMENTS:

Experience: Five (5) years of increasingly responsible public planning, economic development, community development, housing and/or redevelopment experience including three years of management and administrative responsibility.

Education: Bachelor's degree from an accredited college or university with major course work in urban planning, public administration, business administration, or a related field. Master's degree and/or American Institute of Certified Planners (AICP) certification are desirable.

*Four (4) years' additional experience may substitute for the bachelor's degree.

Preferred qualifications include a significant record of:

- Responsibility for general fiscal management, capital budget management, and strategic planning;

- Experience in a community with active citizen involvement and experiencing significant growth challenges;
- Effective work with elected officials, advisory boards, community, environmental and business groups; and/or
- Creativity and innovation in programs and processes.

FLSA STATUS: EXEMPT
ADOPTED DATE: 8/21/2012
REVISED DATES: 2/20/24
TITLE CHANGES: 3/20/24
UNION: NON-UNION
CIVIL SERVICE STATUS: EXEMPT

***Previously: DIRECTOR OF COMMUNITY AND ECONOMIC
DEVELOPMENT 1150***

2/24 Change back to Director of Community and Economic Development