



Deputy Director,  
Economic & Workforce  
Development  
(Business Development  
Manager)



## The Opportunity

The position of Deputy Director for the City of Oakland's Economic & Workforce Development Department provides an extraordinary career opportunity for an experienced professional. The incumbent will have the opportunity to lead the Business Development Division, oversee implementation of the City's new Economic Development Strategy, and help position the City to harness business growth and new development so that all Oaklanders can achieve economic security and have an opportunity to thrive. The City is experiencing rapid growth and change, spurred by more residents, construction, and investment. As a result, unemployment and commercial vacancies have fallen, business and tourism are

thriving, and residential and office development has accelerated. This has also created challenges for our community: rising rents are making Oakland unaffordable to many residents and businesses, leading to displacement and gentrification, while equity gaps between whites and other groups persist in the local economy. Oakland is uniquely positioned - in terms of values and opportunity - to chart a course for equitable economic development and the Deputy Director is expected to play a key navigational role. The successful candidate will share a belief in equity and inclusive growth, collaboration and transparency, and will use these values to help guide the City's and Department's efforts around business, workforce, and real estate development.

## The Community

Oakland is the eighth largest city in California with an estimated population of 413,000 residents. The City is located on the east side of the San Francisco Bay and is a significant employment center in the East Bay. It is a dynamic city with 50 distinct and eclectic neighborhoods, 17 commercial districts, an increasingly vibrant downtown, a diverse economic base, world-class arts and entertainment venues, superior cultural and recreational amenities, and a rich multicultural heritage. Oakland is one of the most diverse cities in the nation, with over 125 languages and dialects spoken.

Oakland is home to several corporate headquarters including Clorox, Kaiser Permanente, Pandora, Dreyer's Grand Ice Cream, Revolution Foods, and OCHO Candy. Oakland is currently experiencing a significant resurgence of investment and development, with a number of major real estate projects recently approved or in the pipeline. The City is home to the Port of Oakland, the fourth busiest maritime port in the U.S. and among the top 25 in the world. Adjacent to the Port, a \$400 million trade and logistics center is under construction on a former Army Base. The City is seeking to transform the Coliseum Complex area into an exciting new urban commercial and residential community, perhaps with a new Athletics baseball stadium. The Coliseum Complex is adjacent to an airport, regional rail station, Amtrak, and a major freeway. Brooklyn Basin, another new mixed-use development underway along Oakland's waterfront will include 3,100 new residential units and 30 acres of public open space.

Oakland's downtown has experienced a renaissance in recent years, anchored by a nationally-recognized restaurant scene, major employers, a growing cluster of small, local entrepreneurs and a significant amount of planned residential development. Oakland is home to two major historic entertainment venues that anchor Oakland's emerging downtown entertainment district—the Paramount Theatre and Fox Theater. The City has become a hub for artists and boasts one of the largest visual and performing arts communities on the West Coast. Oakland is a mature city that protects and preserves its abundant natural beauty, and holds a wealth of resources and opportunities. In concert with its development and revitalization efforts, the City strives to create a balance between the old and new, to celebrate its distinct sense of place, and to maintain its diversity.

## The Position

Reporting to the Director of Economic & Workforce Development, the position will manage key business development activities and work collaboratively with Division managers, other City Departments, and external partners to:

- ❖ Implement the City's recently adopted Economic Development Strategy;
- ❖ Organize, manage and direct a staff of 10 full-time equivalents (FTE's) in the Business Development Division of the Economic & Workforce Development Department;
- ❖ Oversee programs and activities to support business retention, expansion, formation, and attraction, especially in key sectors of manufacturing, retail, and technology;
- ❖ Reposition the Oakland Business Assistance Center to better support small businesses with permitting, registration, financing, and technical assistance;
- ❖ Promote opportunity sites for new development and assist in implementation of Specific Plans;
- ❖ Oversee communication strategies and development of marketing messages and materials;
- ❖ Oversee the formation and management of community benefit/business improvement districts;
- ❖ Assist the Director with strategic planning, budgeting and fiscal management, staff performance, internal and external coordination and collaboration, and representation of the Department with external partners and the community.

## Key Responsibilities

In addition to what was described earlier, duties may include:

- ❖ Manage and direct the Business Development Division; set goals and objectives; determine and implement policies and procedures; and provide programs and services to the City.
- ❖ Select, train, supervise and direct staff; assign duties and evaluate work performance.
- ❖ Develop and administer the Division's budget; approve contracts and expenditures.
- ❖ Develop or direct the preparation of reports; present reports to the Mayor, the City Council, the City Administrator and related Commissions and Committees.
- ❖ Develop and take advantage of new and diversified funding sources and strategies to support equitable economic development, business development, workforce development, and public/private development.
- ❖ Develop and implement programs to retain, expand, start up, and attract businesses to Oakland, create a business-friendly environment, and help businesses succeed.
- ❖ Be an articulate and persuasive spokesperson for business owners and operators, developers, and professional organizations, foster public/private partnerships, and bolster Oakland's competitive advantage in person and in writing.
- ❖ Represent the Department and Business Development Division in various public meetings, including City Council meetings, and meetings with local business organization and the community.
- ❖ Respond to requests from the Mayor, City Council, or the City Administrator's Office for specific information, reports and/or policy recommendations.
- ❖ Direct the research, analysis and preparation of complex studies and reports related to current and long-range economic and business development and employment issues
- ❖ Formulate specific proposals in collaboration with other City departments and public/private agencies.
- ❖ Provide project management services that are specifically related to the Business Development Division and Department objectives.
- ❖ Work closely with other City departments on related projects and initiatives.



# Ideal Experience and Qualifications

The successful candidate will need to have outstanding interpersonal and communication skills, be collaborative, be an innovative and strategic thinker, and have a strong track record in advancing policies and programs that support municipal economic development.

In addition, the ideal candidate should demonstrate possession of the following:

Knowledge of:

- ❖ Current trends and practices in economic and business development
- ❖ Contract negotiations and administration and project management
- ❖ Administrative principles and methods, including goal setting, program development and implementation, and employee supervision
- ❖ Personnel management, employee relations, team building, setting goals, long-and short-term planning, project management, budget development, and financial management
- ❖ Federal, state, and municipal laws and regulations governing economic development projects and programs
- ❖ Principles of business development, administration and business strategies
- ❖ Business assistance, employment generation, neighborhood revitalization, energy conservation, and related economic development
- ❖ Public and private financing techniques for economic development
- ❖ Real estate economics and transactions
- ❖ Social, political, and environmental issues influencing economic development program administration

Ability to:

- ❖ Develop and implement goals, objectives, policies, procedures, work standards and internal controls
- ❖ Prepare and implement long- and short-term plans related to economic development and employment programs
- ❖ Provide strong leadership, initiative and drive, interpersonal and cultural sensitivity, creative and flexible problem solving skills, and the ability to direct and motivate diverse staff
- ❖ Analyze complex operational and administrative problems, evaluate alternatives and recommend or adopt effective courses of action
- ❖ Communicate effectively and persuasively in both oral and written format
- ❖ Coordinate a variety of projects and activities interdepartmentally and with outside agencies
- ❖ Prepare and administer division and program budgets
- ❖ Provide sound financial management
- ❖ Negotiate and administer a variety of contracts
- ❖ Develop and maintain positive relationships with community leaders, organizations, businesses and staff
- ❖ Work effectively with ethnically diverse constituencies
- ❖ Foster good public and community relations
- ❖ Plan, organize, direct and coordinate a variety of functional specialties with overlapping work areas
- ❖ Supervise and direct subordinate professional and support staff
- ❖ Interpret and enforce administrative/operational policies, practices and procedures
- ❖ Analyze and solve problems of a complex nature
- ❖ Maintain departmental and state safety standards
- ❖ Speak in large and small group settings
- ❖ Prepare and analyze comprehensive reports
- ❖ Conduct staff meetings
- ❖ Exercise sound independent judgment within general policy guidelines
- ❖ Establish and maintain effective working relationships with those contacted in the performance of required duties.



## Minimum Qualifications

Any combination of education & experience that is equivalent to the following minimum qualifications is acceptable:

### Education:

A Bachelor's degree from an accredited college or university in Public Policy, Public Administration, Business Administration, Economics, Finance, Urban Planning, or a closely related field. A Master's degree is desirable.

### Experience:

Five (5) years of progressively responsible professional experience performing complex administrative duties in an economic or business development environment, including a minimum of two (2) years in a supervisory capacity.



## Compensation and Benefits

The salary for the Deputy Director/Business Development Manager is dependent upon qualifications, with a range of \$135,143 to \$165,936 annually. The City offers an attractive benefits package including health, dental, and vision plans, life insurance, paid holidays, vacation, sick and management leave, automobile allowance, and public sector retirement (CalPERS), as well as a voluntary deferred Compensation Plan. More information on City benefits can be found on the City's Human Resources Management [website](#).

## To Be Considered

Interested candidates must submit an on-line application by Friday, June 8, 2018. Visit the City's Job Opportunities [website](#) to review the position and submit the on-line application.

Submittal should include an on-line application, a comprehensive résumé and compelling cover letter of interest

Following the closing date, applications and supporting documents will be screened according to the qualifications outlined above. The most qualified candidates will be invited to participate in an interview process, including interviews with a panel of outside experts and stakeholders and/or City of Oakland staff. A select group of candidates will be asked to provide references once it is anticipated that they may be recommended as finalists. References will be contacted only following candidate approval.

Interested individuals are invited to learn more about the City of Oakland at [www.oaklandnet.com](http://www.oaklandnet.com).

*All photos by: Greg Linhares, City of Oakland*

