CITY OF OCALA

CREATED: 6/15 EXEMPT

PAYGRADE: 37

# EXECUTIVE DIRECTOR, MUNICIPAL DEVELOPMENT

## GENERAL STATEMENT OF JOB

This is a highly professional management and supervisory position with responsibilities involving complex, analytical and technical work along with project leadership, management and problem solving in the areas of economic development, redevelopment, and reinvestment which includes community development, affordable housing, and code enforcement. Serves as a resource on administrative and operational issues related to long-term planning to ensure the City develops in a manner of financial and operational sustainability.

This position reports directly to the City Manager, Deputy City Manager or Assistant City Manager as assigned.

## ESSENTIAL JOB FUNCTIONS

1. Works with the City Manager and various departments, directors, and boards to define economic development and redevelopment programs, projects, and initiatives, including funding mechanisms, land acquisition, regulatory issues, and coordination with other entities as necessary.
2. Assumes a lead role implementing downtown redevelopment and airport non-airside development projects.
3. Works with the Ocala/Marion County Chamber & Economic Partnership (CEP), other lead partners or community agencies to perform due diligence reviews of prospect companies. Assist in contract negotiations, prepares accurate and succinct written project summaries, and coordinates legal document preparation and review.
4. Assumes a lead role in annexation and urban service boundary expansion as deemed appropriate and beneficial to the City.
5. Prepares annual municipal development budgets, provides training, guidance, and supervision for assigned staff and evaluates their performance.
6. Responsible for making recommendations for action, initiating change, and maintaining a high degree of professionalism and confidentiality.

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**ESSENTIAL JOB FUNCTIONS CONT’D**

1. Under the direction of the City Manager coordinates with other key staff members to review and annually update the City’s definition of sustainability and the objectives to obtain this goal.
2. Perform long range analysis for assigned projects including revenue and expenditure projections. Manage all debt and operational commitments, including developer agreements and property acquisition.
3. Coordinate and network with county, state, regional, and national agencies; establishing and maintaining cooperative-working relationships at all levels and in a variety of locations.
4. Identify and provide assistance to businesses and business sectors worthy of recruitment including business retention and expansion assistance to maximize employment, sales tax revenues and property tax revenues.
5. Responsible for business park development.
6. Responsible for researching, writing, and administering federal and state grants as applicable.
7. Responsible for the establishment of new community redevelopment areas and management of existing areas and related boards.

### NONESSENTIAL JOB FUNCTIONS

Performs other duties as assigned.

### MINIMUM QUALIFICATIONS

Graduation from an accredited college or university with a Bachelor’s Degree in business, public administration, finance, urban planning, architecture, real estate or related field and five (5) years of progressively responsible experience in redevelopment, economic development, real estate development, planning, architecture or related field. A minimum of five (5) years of direct supervisory experience managing teams of direct reports and other assigned team members within this field is required. Experience managing code personnel and programs are preferred. Local government experience preferred. (Masters Degree from an accredited college or university in one of the fields outlined above and designation as an Economic Developer (CEcD) is desirable). Demonstrable knowledge in advanced computer skills, including architectural design software, and the ability to create complex financial analysis using software applications is strongly preferred.

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### KNOWLEDGE, SKILLS, AND ABILITIES

1. Knowledge of budgeting principles and practices, financial management, and economic development. Knowledge of principles of supervision, training and performance evaluation.
2. Ability to make sound recommendations that affect the community for many years to come; must act responsibly for the care, condition, and use of materials, equipment, money, etc; ability to effectively direct the activities of division heads and other staff.
3. Ability to communicate effectively with City administration, staff, and the public regarding City projects, programs and procedures, and ordinances. Must conduct professional phone conversations with business executives and the public and provide detailed explanations and instructions.
4. Ability to thoroughly analyze programs, identify alternative solutions and coordinate implementation of recommendations.
5. Ability to establish and maintain effective working relationships with other employees, public officials and the general public. Ability to communicate effectively, both orally and in writing.

### LICENSES/CERTIFICATES

Must possess and maintain a valid Florida Operators Driver’s License with an acceptable driving record.

**RESIDENCY REQUIREMENT:** Not applicable

**ASSIGNED CITY VEHICLE:** YES \_X\_ NO \_ \_

This is not necessarily an exhaustive list of all responsibilities, skills, duties, requirements, efforts or working conditions associated with the job. While this is intended to be an accurate reflection of the current job, management reserves the right to revise the job or to require that other or different tasks be performed when circumstances change (e.g. emergencies, changes in personnel, workload, rush jobs, or technical developments).