

**CITY OF SANTA CLARA, CALIFORNIA
CLASS SPECIFICATION**

TITLE: Director of Economic Development and Sustainability (Job Code 085)

DEPARTMENT	ACCOUNTABLE TO	FLSA STATUS
City Manager's Office	Various	Exempt

CLASS SUMMARY

This is an executive management position in the Unclassified Service of the City of Santa Clara. Under administrative direction, incumbent provides overall guidance and coordination to all economic development programs affecting the City of Santa Clara. The incumbent performs work of unusual difficulty and complexity in overseeing the City's economic development activities, corporate outreach, retail policy, employment and small business, marketing programs, and sustainability. Performs related work as assigned.

DISTINGUISHING CHARACTERISTICS

The incumbent directs the City's Economic Development and Sustainability initiatives and has management responsibilities over these programs and support staff. The incumbent of this single position classification reports to the City Manager or designee.

As a member of the City's unclassified service, this is an "at-will" position and the incumbent serves at the discretion of the City Manager. An incumbent in this position demonstrates strong ethical, professional, and service-oriented leadership and interpersonal skills, sets a good example, and correctly applies the tenets of the City's Code of Ethics and Values.

MINIMUM QUALIFICATIONS

EDUCATION AND EXPERIENCE

- A Bachelor's Degree in public administration, business administration, or a related field; and
- Eight (8) years of increasingly responsible professional level experience performing economic development policy and/or program analysis, and/or sustainability policy and initiatives, four (4) years of which shall have been in a management or supervisory capacity.

ACCEPTABLE SUBSTITUTION

None

LICENSES/CERTIFICATION

Possession of a valid California Class C driver's license is required at time of appointment and for the duration of employment.

DESIRABLE QUALIFICATIONS

A Master's degree in Public or Business Administration, or a closely related field is desirable.

OTHER REQUIREMENTS

- May be required to work odd and unusual hours.
- Must be able to perform all essential functions of the job, with or without reasonable accommodation.

DIRECTOR OF ECONOMIC DEVELOPMENT AND SUSTAINABILITY (085)

TYPICAL DUTIES

This description may not include all the duties listed below, nor do the examples cover all duties that may be performed.

Under administrative direction, the incumbent will:

- Plan and direct a comprehensive economic development program;
- Plan, develop, coordinate, and direct comprehensive City-wide marketing functions;
- Represent the City of Santa Clara on matters related to the economic health and review and comment on City, and other entities' programs and policies impacting the City's economy;
- Represents the City Manager before diverse community, regional, business and government groups;
- Plan and execute meetings of business and industry representatives to encourage the retention, expansion, and location of economic activity in Santa Clara;
- Make presentations about the Santa Clara economy and economic opportunities to diverse public and private audiences;
- Oversee the development of marketing collateral and the implementation of marketing and corporate outreach activities;
- Direct planning and implementation of small business and education/training programs, research/analysis, and information services of the economic development program;
- Direct the planning and implementation of City's retail program to attract and retain significant retail developments;
- Assess and analyze the City's current sustainability performance and identify areas for improvement;
- Direct sustainability reporting and communication, both internally and externally;
- Develop and monitor sustainability goals, objectives, and key performance indicators; and
- Perform other related duties as required.

KNOWLEDGE, SKILLS, & ABILITIES

Knowledge of:

- Principles and practices of public policy and administration management;
- Principles and practices of business management and private sector decision-making;
- Current principles, practices, and techniques of economic development;
- Current economic trends in international, national, state, regional, and local economies;
- Principles and techniques involved in the development and implementation of comprehensive economic development programs;
- Sustainability best practices and trends; and
- Local, state and federal environmental regulations.

DIRECTOR OF ECONOMIC DEVELOPMENT AND SUSTAINABILITY (085)

Ability to:

- Prepare and present highly technical and complex written and oral reports to City Council, boards and commissions, citizens and City Staff;
- Develop a sound public relations program and to persuade others to follow the principles of strategic economic development;
- Interpret statistical, economic, and highly technical data relating to City economic development matters;
- Exercise independent judgment and initiative with minimal supervision;
- Effectively manage, organize, train and supervise assigned staff;
- Build credibility, trust and strong working relationships with internal and external stakeholders by working cooperatively and collaboratively;
- Work in a team-based environment and achieve common goals;
- Handle stressful or sensitive situations with tact and diplomacy;
- Draw logical and perceptive conclusions from factual data;
- Define alternative actions and creative solutions;
- Effectively handle multiple priorities, organize workload and meet strict deadlines;
- Direct the work of others;
- Communicate effectively with City officials, corporate leaders and the public; and
- Walk or stand for extended periods of time and bend, stoop, crawl, climb, and lift as necessary to perform assigned duties.

SUPERVISION RECEIVED

Works under the administrative direction of the City Manager or designee.

SUPERVISION EXERCISED

Assigned supervisory subordinate or other support staff.

CONFLICT OF INTEREST

Incumbents in this position are required to file a Conflict of Interest statement upon assuming office, annually, and upon leaving office, in accordance with City Manager's Directive 100.

CLASSIFICATION HISTORY

Established 08/2025