

BROOMFIELD JOB DESCRIPTION

Broomfield, Colorado

DIRECTOR OF CITY AND COUNTY VITALITY

GENERAL DESCRIPTION OF WORK: The position is a highly responsible senior staff-level professional, providing leadership, strategic direction and supervision for the assigned department. The incumbent performs professional, managerial and leadership duties relating to planning, directing, organizing, implementing, and coordinating programs, materials, sites and activities with the City and County Manager's Office.

Incumbent serves as the departmental leader and is committed to innovation, creativity, service excellence, and transforming local government through leading ideas and practices. The incumbent serves as a key designer, promoter, motivator, and catalyst for the alignment of culture with organizational values within the department.

The incumbent works in partnership with other employees, departments/divisions, external entities, and the public in delivering effective and innovative services. Provide holistic services to internal and external customers by seeking ways to integrate programs or services provided by other departments, divisions, and external entities.

EXAMPLE OF DUTIES/ESSENTIAL REQUIRED TASKS: (Persons hired in this position must be able to perform all the essential tasks required by the position. The following statements are illustrative of the essential functions of the job and do not include other nonessential or peripheral duties that may be required. The City and County of Broomfield retains the right to modify or change the duties or essential tasks and additional functions of the job at any time. Examples of duties are not intended to be all-inclusive or restrictive.)

Maintains confidentiality of information consistent with applicable federal, state and county rules and regulations.

Assist the City and County Manager and Deputy City and County Manager in assigned areas of operation of the City and County. Work with the City and County Manager and Deputy City and County Manager on major issues and projects having political significance or high sensitivity in the community. Support local and regional workforce efforts and build partnerships with the Workforce Center and Library. Support efforts to increase availability of affordable and worker housing to match workforce needs. Serve as a member of the City and County's Management team; identify and develop courses of action to respond to a wide variety of organizational needs. Provide professional advice on issues to the City and County Manager and City Council. Maintain awareness of federal, state, and local laws, rules and regulations pertaining to assigned City and County operations. The incumbent must maintain all required certifications and licenses as included under Necessary Applicant Traits.

Administrative Duties:

The incumbent is responsible for partnering with assigned staff in planning, developing, and implementing the overall vision, mission, programs, processes and projects of the department. Creates strategic plans, assembles staff resources, and delegates tasks to assigned staff members. Ensures that assigned staff works as a team to avoid duplication of service and to ensure that customer expectations are recognized and met.

Directs the development and implementation of policies and programs of the department which include developing an overall vision for Broomfield's economy consistent with and supportive of the City Council's economic development goals and Broomfield's Comprehensive Plan, and Long Range Financial Plan. Identifies opportunities and actions to support the overall vision and other programs to include workforce planning and coordinating the services with other departments/divisions. Supports efforts to provide workforce and affordable housing. Provides leadership and direction in developing economic development strategies. Develops and implements plans, strategies, and activities to ensure the successful implementation of the overall vision for Broomfield's economy and the successful outcomes of short and long-range economic development goals and plans.

Working with community and other partners, the incumbent designs programs that anticipate/respond to needs and expectations and derives the maximum impact from the expenditure of money appropriated for these purposes. He/she acts as lead on special economic development projects. Assists in identifying and prioritizing economic development opportunities for Broomfield. Develops an ongoing process to measure progress on key economic development priorities.

The incumbent establishes short and long-range goals including Strategic Outcomes, key indicators and annual accomplishments to advance the City and County's mission, goals, and objectives; provides staff with the appropriate tools and guidance in order to reach those goals. Conducts planning sessions with appropriate audiences in order to gather ideas and information to effect innovative and cost effective programs. Is responsible for making changes in organizational structure, methods, and procedures for the department. Analyzes operational procedures to ensure maximum efficiency and develops and implements policies, procedures and standards for efficient and effective operation and maintenance of operations, ensuring compliance with established policies and procedures.

The incumbent coordinates and balances activities of the department with those of other divisions or departments, governmental agencies, consultants, developers, contractors, community organizations and the public. Maintains awareness of federal, state, and local laws, rules and regulations pertaining to operations. Researches, investigates and directs the resolution of complex problems, and conducts research on policy topics. Analyzes problems, identifies alternative solutions, projects consequences of proposed actions, and implements recommendations in support of goals. Provides assistance to other City and County departments as required.

Recruitment/Business Retention:

Identifies, solicits, and attracts prospective developers and users of retail, office, commercial and industrial space within Broomfield. Works to attract new business by conducting research to identify high-growth industries suitable for recruitment to Broomfield. Networks with state, regional, and national economic development entities; establishes and maintains cooperative working relations with other economic development organizations at all levels and in a variety of locations. Interactions with the Denver Metro Economic Development Corporation. Maintains liaison with the business community to monitor trends and activities. Performs financial analysis; investigates and identifies financing mechanisms for potential developments. Negotiates investment/incentive/partnership packages and administers approved packages. Integrates investment/incentive packages with development plans. Coordinates the preparation of investments, incentives, rebates and/or tax incentives for private companies for presentation to City and County Manager and City Council. Organizes, coordinates, implements and participates in prospect trips. Leverage local and regional relationships and partnerships, to positively impact business retention and expansion efforts. Proactively connect with existing local businesses to understand and benchmark needs. Establishes and maintains effective working relationships with retail and commercial developers, industrial, transportation and manufacturing developers, business/property owners, leasing agents, and lenders. Acts as lead on special projects relating to economic development. Recommends permit review and approval timeline.

Project Management:

Collaborates with governmental, for-profit and nonprofit entities to generate multi-use development and redevelopment projects that would serve research, scientific and technology-based sectors of the economy as well as retail, entertainment and tourism-based sectors of the economy. Develops business models for research, scientific and technology-based development as well as retail, entertainment and tourism based development. Serves as project leader to coordinate and facilitate all activities relating to the project. Identifies partners willing to build and develop infrastructure and physical amenities. Implements programs to attract sustainable companies and employers to the project. Identifies and secures partners willing to invest in the project.

Facilitator/Expeditor:

Facilitates discussions and negotiations between business prospects, property owners and agents, financial institutions, government agencies, and other organizations, individuals, and companies to assist in achieving the location of businesses and the expansion of existing businesses in Broomfield. Provides assistance with zoning process and building permits. Identifies and manages expedited review and approval processes. Works to resolve development issues and concerns; serves as development ombudsman in the City and advocates for development projects and issues. Works with other departments to build partnerships around workforce development and to support local and regional efforts.

Budget/Resource Management:

The incumbent prepares the department's annual/revised budget and directs the budget process for the work unit. Ensures that responsibilities are performed within budget and performs cost control activities such as monitoring expenditures to assure sound fiscal control.

Presents and defends annual budget proposal to CMO. Administers department's budget to ensure effective expenditure of allocated funds; authorizes purchases of supplies, materials, and equipment. Maintains supervisory responsibility for all facilities and equipment in use by the department; ensures that they are operating effectively and safely. Assesses division needs to determine the necessity of capital improvements and equipment acquisition.

The incumbent is responsible for planning, developing, and implementing the overall vision, mission, programs, processes and projects of the department. Develops short and long-range goals including annual Performance Metrics to advance the City and County's mission, goals, and objectives. Monitors the progress of projects so the goals may be obtained within the established timeframe.

Supervision/Development of Subordinates:

Under the direction of and in partnership with the City and County Manager and the Deputy City and County Manager, the incumbent provides supervision, direction, coaching, mentoring and overall development of staff. He/she will

participate in the preparation to review and evaluate assigned annual performance reviews and provide coaching and mentoring as appropriate. He/she will work in partnership with Human Resources to design, implement, and sustain a training curriculum to ensure that new employees are onboarded appropriately. Additionally, supervisory training and refresher courses are integrated into an ongoing expectation to ensure all employees receive appropriate training.

The incumbent provides organizational leadership for planning and forming committees and work groups to meet strategic objectives. He/she works directly with staff to address accountabilities and the modeling of expectations in relation to work culture within the department. This position will facilitate service and organizational change, along with the Deputy Director and County Manager, and supervise staff responsible for implementation. The incumbent will investigate new trends and specific programs and facilitate testing of new techniques, materials, software and equipment with a focus on innovation and enhancement of the operations of the Economic Development department. He/she will recommend and facilitate changes in departmental methods and procedures for improved, effective workflow and service to the public. The incumbent provides direction, oversight and leadership to assigned staff. He/she hires, assigns, schedules, evaluates and directs the work of subordinates. He/she recommends personnel actions including hiring, promotion, evaluation, corrective and/or disciplinary action, and separation; provides training as necessary. The incumbent partners with assigned employees to develop workforce and succession plans. He/she issues oral and written guidelines and approves procedures developed by subordinate supervisors. He/she reviews and analyzes work completed to determine effectiveness in meeting standards, goals and objectives and assuring conformance to policies and procedures. He/she maintains harmony among workers and resolves grievances; performs or assists subordinates in performing duties. He/she assists subordinate employees in problematic areas.

Public Relations/Communication:

The incumbent meets and confers with employees, community groups and individuals to explain the department's plans, programs, functions, policies, and procedures. This person will foster effective working relationships with all CCOB departments in addition to various governing and advisory boards; patrons; volunteers; vendors; and support/stakeholder groups for the Economic Development Department. The incumbent will initiate outreach and external partnership activities with committees and organizations that further CCOB's and the department's mission, vision, values, and strategic goals. He/she communicates official plans, policies and procedures to staff and the general public. Prepares a variety of studies, reports and related information for informational and/or decision-making purposes. Plans, coordinates, and ensures quality control of information presented to City Council at formal and informal Council meetings. He/she answers letters of inquiry/complaints and talks with customers. Ensures a prompt response to all requests, direct items to appropriate staff for review or response, and manage the flow of information and response. Department Head - responds to requests for information and advises the City and County Manager's office on assigned programs. Provides verbal and written information to departments. Maintains the accuracy of any program materials posted on the Intranet/Internet.

The incumbent attends meetings, workshops, and conventions as necessary for the maintenance of effective services. Maintains liaison with other departments, various governmental agencies and community groups; attends meetings and conferences pertaining to assigned functions and promotes interest in assigned activities through publicity and public contacts. Makes presentations to supervisors, boards, commissions, civic groups and the general public. Represents the City at various meetings with external officials, agencies and other groups.

Miscellaneous Duties:

Operates a personal computer including associated software programs. Operates a motor vehicle in traveling to and from work sites. Ensures that facilities and equipment are maintained properly and coordinate maintenance and repair functions. Takes proper safety precautions, anticipates unsafe circumstances, and acts accordingly to prevent accidents. Uses all required safety equipment. Responsible for the safety of self, others, assets, equipment and facilities; responsible for knowing and complying with all City and County of Broomfield and department policies; adheres to attendance and workplace attire policies. Performs related duties as required.

PERFORMANCE INDICATORS: (This identifies specific job performance requirements to measure performance criteria for job evaluations.)

The incumbent performs duties within the organizational structure of the Department/Division, following appropriate procedures and policies. Employees are evaluated using a common set of attributes - Business Acumen, Self-mastery, Interpersonal Mastery, Organizational Stewardship, and Management Abilities. These attributes may be broken down further to include:

Adherence to the Mission Statement and Guiding Values	Job Knowledge/Technical Expertise
Quantity and Quality of Work	

Results-oriented Leads courageously Focus on customers Drive for results Ensure execution	Thinking Factors Use insightful judgment Thinks strategically Applies financial acumen Innovates Displays global perspective
Interpersonal Factors Builds relationships Build talent Promotes collaboration Engages and inspires Influences others	Personal Inspires trust Adapts and learns

A review of the incumbent's performance on the above performance indicators will be conducted on a periodic basis as determined by the supervisor. The supervisor evaluates the worker's administration of policies and procedures through daily observations, spot checks, written reports, feedback from other staff members and the public, and communication with the incumbent.

INDEPENDENCE OF ACTION: Works under the general direction of the City and County Manager and the Deputy City and County Manager. The incumbent meets with the Manager to establish overall goals and objectives and exercises considerable independence of judgment in meeting assigned objectives and implementing operations, services, and programs. The Manager is kept informed of progress and potentially controversial matters and areas of far-reaching implications. Completed work is reviewed from an overall standpoint of meeting goals and in providing acceptable service levels to the City and County.

PERSONNEL MANAGEMENT RESPONSIBILITY: Management requires the scheduling, delegating tasks, reviewing performance, recommending disciplinary actions and providing training. Goals, objectives, policies and procedures for completing job tasks and assignments are outlined by the incumbent. Employees' performance, as well as the overall department's performance, is the responsibility of the incumbent.

WORKING RELATIONSHIPS: Relationships are typically with the City and County Manager, City Council, division and department heads, the public, the Broomfield Chamber of Commerce, Metro Denver Economic Development Corporation, Colorado's Office of Economic Development, other state and federal agencies, brokers, and realtors to conduct economic development activities. Regular contact with individuals in other jurisdictions occurs at meetings and in obtaining or disseminating information for comparative purposes. Frequent contact occurs with the public in disseminating information, resolving problems, or making presentations. Regular contact occurs with vendors. Additionally, consistent interaction with all department employees will promote alignment with CCOB's mission, vision, and values. A priority for a high level of engagement will continue to be the public, other state and local agencies, and other jurisdictions in coordinating departmental duties and responsibilities.

WORKING CONDITIONS: The work environment characteristics described here are representative of those an employee encounters while performing the essential functions of the job. The noise level in the environment is moderate. Work is generally scheduled Monday through Friday with some evening and weekend hours. At times, will be required to travel outside the City and outside the state. The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of the job.

While performing the duties of this job, the employee is frequently required to sit, use hands to finger, handle, or feel objects, tools, or controls; and reach with hands and arms. The employee is required to walk, talk or hear. Physical demands are described as sedentary (exert up to 10 lbs. of force occasionally and/or a negligible amount of force frequently or constantly to lift, carry, push, pull, or otherwise move objects, including the human body. Involves sitting most of the time but may involve walking or standing for brief periods of time). Data entry and other tasks may require sitting at a computer for several hours. Specific vision abilities required by this job include close vision and ability to adjust focus. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

NECESSARY APPLICANT TRAITS:

Knowledge - Considerable knowledge of economic vitality/development principles, strategies and practices; considerable knowledge of federal, state and local policies, procedures, laws, and regulations; and, ability to interpret and apply this knowledge when appropriate. Considerable knowledge of the principles of urban and regional planning,

public administration, economics, business management and municipal finance. Knowledge of financing methods, real estate development, grant administration, workforce retention efforts, housing and real estate knowledge to attract businesses into Broomfield, loan underwriting and community marketing. Knowledge of the methods utilized in forecasting, monitoring, planning, and developing divisional budget information.

Skills - Skill in negotiating; skill in public speaking; skill in tact and diplomacy; skill in understanding and responding to customer needs. Skill in operation of a personal computer (including Microsoft Office, Google Apps, and other specialized business software), calculator, telephone, copy machine, and facsimile machine. Skill in the operation of a motor vehicle.

Abilities - Ability to exercise considerable initiative and sound judgment; handle and maintain confidential information; work from broad direction with limited supervision; manage, organize, assist with directing and coordinating Economic Vitality functions including the direct supervision of professional, administrative, technical and clerical staff; effectively motivate, develop and discipline subordinate staff; plan, organize, and coordinate various programs to achieve the City and County's missions, goals, and objectives; facilitate and implement change; develop and implement strategic plans including long-range needs for assigned programs; properly handle major programs and projects having political significance or high sensitivity in the community; serve effectively as a member of the senior leadership team; work well with culturally diverse people; establish and maintain effective working relationships with officials, employees, vendors, the public, and other agencies; work well with varied and demanding people; collaborate effectively with stakeholders and staff; use assessment tools and personal/situational interactive methods to resolve critical situations and take immediate action; communicate clearly in English, verbally and in writing; produce written documents with clearly organized thoughts with proper sentence construction, punctuation, and grammar; prepare and analyze complex reports and maintain efficient and effective systems; review or check the work of others for quality assurance purposes; evaluate program effectiveness and efficiency; prepare budget documents, reports, and statistics; organize information in a clear and logical format; evaluate resources and personnel needs; identify, analyze, and address problems and trends in a timely, efficient, and equitable manner; organize activities in order to complete tasks in accordance with priorities, address multiple demands, or meet deadlines; organize tasks and working environment to maximize efficiency; focus attention on tasks, which may be complex, routine, or repetitive, without losing concentration or becoming distracted by external activities; adapt to interruptions, equipment failures, unusual demands, or changing priorities; coordinate, analyze and utilize a variety of reports and records; handle emergency situations; employ and enforce safety practices and procedures; and understand and follow written and oral instructions and procedures.

QUALIFICATION REQUIREMENTS:

Training - Bachelor's degree in Business, Finance, Economics, Public Administration, or closely related field. Master's of Business, Economics, or Public Administration preferred. Certified Economic Development certification preferred.

Experience - Seven years of relevant experience in economic vitality/development, and redevelopment that demonstrates success in working with the private sector or business community on economic development/economic vitality programs to include at least three years of executive level experience in economic development.

OR

Any equivalent combination of training and experience that provides evidence that the applicant possesses the Necessary Applicant Traits.

NECESSARY SPECIAL REQUIREMENTS - Must be at least 21 years of age. Must possess and maintain a valid driver's license and safe driving record for continued employment. New hires must, as a condition of employment, pass the following pre-offer and post-offer/hire processes: oral board, reference checks, background checks including local police check and sex-offender registry, driving records check through DMV, and checks through CBI/FBI.

Broomfield Human Resources