



INVITES YOUR INTEREST IN THE POSITION OF

ECONOMIC DEVELOPMENT DIRECTOR

RECRUITING SERVICES PROVIDED BY



THE COMMUNITY

Since its beginnings in 1913, Shafter has had a rich history of hard work, innovation, pride, and commitment to being an extraordinary place. Shafter started as a farming community, and today it has evolved into a diverse economic engine with local, regional, national, and international companies all calling Shafter home. While agriculture continues to be an essential part of Shafter life, oil, manufacturing, fiber optics, and logistics are all growing. Shafter is the smart choice of many and is leading the central valley in offering competitive locations for companies and families to locate and grow.

Shafter now encompasses over 38.81 square miles with a population of 20,486. Today Shafter's southern boundary extends to the centerline of Seventh Standard Road, the City of Bakersfield's northern boundary. Shafter's commitment to a safe community with quality housing and a goal of providing the best schools has attracted national builders such as Lennar Homes. Shafter continues to thrive in the community, focusing on Education, Economic Development, Infrastructure, and Public Safety. Today, the Shafter Education Partnership Department has grown with a recent expansion as part of our partner GAF Roofing initiative. In addition, the Shafter Library was formally reopened with the help of our key partner Bakersfield College and help from the community and renamed the Shafter Library and Learning Center.

In addition to residential communities, Shafter's development is highlighted by its business and industrial parks that employ thousands. One example is the Wonderful Industrial Park near Seventh Standard Road and Santa Fe Way, home to companies such as Amazon, American Tire Distributors, FedEx, MRC Global, Ross Dress for Less, Target, and Walmart.

Shafter is host to numerous community events and festivals, and is located within a short drive of various boating, fishing, camping and golfing facilities. Shafter boasts a strong sense of community spirit and pride that coupled with an exceptional "small town" quality of life, makes our city one of the San Joaquin Valley's best kept secrets.

THE POSITION

Under administrative direction, administer, manage, organize, and monitor economic development programs and projects. Administer current and long-term planning activities. Manage the effective use of program and project resources to improve organizational productivity and customer service. Coordinate assigned activities with other City departments, divisions, outside agencies, and the public. Foster cooperative working relationships among City departments, divisions, and with intergovernmental and regulatory agencies, and various public and private groups. Provides highly responsible and complex professional assistance to the City Manager in areas of expertise.

CHALLENGES & OPPORTUNITIES

The Economic Development Director will assume a proactive and lead role in many projects and initiatives, including the following:

- Development and implementation of Economic Development strategic goals.
- Selection of real estate broker to attract new commercial hoteliers and retail businesses.
- Preparation of city-owned land parcels, through collaboration with other city departments, to be shelf-ready for economic development opportunities.
- Deployment of Placer. AI for collection, research, and analysis of market data.
- Incorporation of our new brand and the Shafter Story into the marketing process.



QUALIFICATIONS

Any combination of education and experience that may provide the knowledge, skills, and abilities would be qualifying. A typical way to obtain the knowledge, skills, and abilities would be:

EXPERIENCE: Seven (7) years of progressively responsible public sector experience in economic development, including five (5) years of supervisory experience. Relevant experience may be substituted for education on a year-for-year basis.

EDUCATION: Graduation from an accredited four-year college or university with major coursework in urban planning, Real Estate, Finance, Economics, Business or Public administration, or a related field. A Master's degree in a related field is highly desirable

LICENSES/CERTIFICATIONS: Valid California Class C driver's license with a good driving record.



DUTIES

Essential responsibilities and duties may include, but are not limited to, the following:

1. Designs, develops, and implements economic development programs, projects, and activities, including business development, business retention, and economic development funding programs.
2. Oversee the City's economic development, strategic marketing, and public relations.
3. Participate in the development and administration of the department budget.
4. Works closely with other City departments to facilitate permit processing of economic development projects.
5. Responds to inquiries regarding economic data, trends, resources and industrial and commercial development opportunities.
6. Creates databases to track businesses, vacant and available land and other tools to measure economic activity.
7. Analyzes and interprets market information regarding a variety of complex data such as sales tax revenues, employment trends and venture capital trends to track, estimate and promote development opportunities. Conducts surveys and other research efforts.
8. Select, train, motivate, and evaluate assigned staff; provide or coordinate staff training; work with employees on performance issues; implement discipline and termination procedures; direct and coordinates the work plan for assigned staff; assign work activities, projects, and programs; monitor workflow; review and evaluates work products, methods, and procedures.
9. Develop staff reports related to assigned economic development programs and operations activities and services; prepare and present reports and agenda items to the City Council, and various other commissions, committees, and boards.
10. Manage the development of major economic studies relating to targeted areas, industries, and development programs and assist with the preparation of long-range plans and special studies in the coordination with City departments and other public agencies.
11. Negotiate and administer contracts between the City and business developers and prepare contracts and other related documents between the City and business developers ensuring compliance review of such documents.
12. Receive, review and process reports and records, including legal property appraisal descriptions, escrows, title reports, construction plans, purchase orders, property rights documents and project schedules.
13. Conduct a variety of organizational studies, investigations, and operational studies; develop strategic plans and recommend modifications to assigned programs, policies, and procedures, as appropriate.
14. Stay abreast of new trends and innovations in the field of economic development, and grants; research emerging products and enhancements and their applicability to City needs.

IDEAL CANDIDATE

The City is seeking a strong, energetic, team-oriented leader, who is hands-on and engaged that will be visible and accessible to their staff. The ideal candidate will be a strong leader who shares the economic development vision of the Council, the city manager, and community; someone who can develop and implement creative methods to attract new businesses. The next Economic Development Director will be a proven collaborator with a track record of working with a wide range of businesses as a friendly, approachable leader who actively builds relationships with business owners, brokers, and developers.

The City is looking for an empathetic and flexible staff manager who encourages open dialogue, new ideas, and staff development. The ideal candidate is an active problem solver who anticipates and responds to problems in a timely manner, develops alternative solutions, and brings resolutions to issues, involving others as needed. The ideal candidate will have the ability to manage competing priorities and delegate where necessary. A strong background and history of proven success in delivering projects in a timely manner is paramount.

APPLICATION AND SELECTION PROCESS

First Review Date | Friday, August 11, 2023

To apply for this exciting career opportunity, please send a compelling cover letter and your detailed resume electronically to apply@bobhallandassociates.com.



Please contact Bob Hall at (714) 309-9104 should you have any questions regarding this position or the recruitment process.

Application materials will be screened in relation to the criteria described in this brochure. Candidates deemed to be the most highly qualified will be invited to participate in the selection process. The selection process will include phone interviews with the most qualified candidates, panel interviews, and final interviews with the City Manager. Appointment is subject to completion of a thorough background and reference checks, and pre-employment medical exam.

BENEFITS

Salary - \$156,910 - \$190,762 Annually

Retirement/Pension: The City offers a generous, defined benefit pension plan in CalPERS.

- CalPERS 2% @ 55 - Classic Members (City Pays Employees 7% Share)
- CalPERS 2% @ 62 - New Members (Employee Pays 6.75% Employee Share. New Members are Eligible for 6.75% New Member Premium Pay).

Health Plans: 100% City Paid Premiums for Employee, Spouse, and Dependents on the base medical, dental and vision plans. Employees who waive coverage may receive a stipend of \$4,236 annually (must show proof of other health coverage)

Basic Life Insurance: 100% City paid for eligible employee, spouse and dependents. The employee's amount will vary depending on the salary. The formula used is biweekly salary x 26 (pay periods) + \$17,000. For a spouse, the amount is \$5,000 and for children it ranges from \$1,000 - \$1,500.

Voluntary Benefits: Pre-Tax IRS 125 Aflac Benefits and Pre-Tax IRS 457 Retirement Plan.

Vacation Leave: Paid vacation of 10 days to start, up to 25 days maximum

Holidays: 10 fixed and 2 floating annually

Sick Days: 12 Annually

Cell Phone: May be eligible for a cell phone incentive of \$1,200 annually, subject to Department Head recommendation and City Manager approval.

Relocation: May be reimbursed for relocation costs up to \$7,500.

