



# THE CITY OF HAYWARD

## is recruiting for a **ECONOMIC DEVELOPMENT SPECIALIST**



### **DEADLINE TO APPLY**

**Friday, August 6, 2021  
by 5:00pm**

Candidates are encouraged to apply online at:  
[www.hayward-ca.gov](http://www.hayward-ca.gov) or  
[www.GovernmentJobs.com](http://www.GovernmentJobs.com).

### **COMPENSATION**

**Monthly Salary**  
**\$8,146 — \$ 9,890**

Plus excellent benefits package: see the **2021 Benefit Summary** on the City's Human Resources webpage for more details.

### **THE SELECTION PROCESS**

Candidates must submit a completed job application *and* a response to the Supplemental Questions. Application packets will be screened and candidates considered best qualified will move forward to a competitive examination process, which may include a writing exam, practical exam and/or an oral interview.

The examination process will result in a ranked eligible register of candidates for hiring consideration by the department. The actual job offer will depend on the candidate's success in the departmental selection process.

With the Bay Area economy exploding, Hayward is fast becoming a regional nerve center for new development and building activity. Spanning from our pristine western shoreline to the attractive foothills to our east, Hayward is the picture of cultural, geographic and economic diversity. With a vigorous and growing "Advanced Industries" sector, which the Brookings Institute has identified as a primary engine of the new economy, Hayward and its 160,000 residents are building the future today. The successful candidate will occupy a unique position at the nexus of commercial, residential and industrial activity in the Bay Area.

### **THE POSITION**

The Economic Development Specialist will work with the Economic Development Manager to plan and implement business retention, expansion, and recruiting programs, and to ensure that Hayward is the location of choice for a wide range of businesses.

### **THE DIVISION**

The Economic Development Division is responsible for creating and supporting a positive climate for businesses in the Hayward community. The Division proactively works the business and development community for retention, expansion, and attraction of businesses to the community. In addition, the Division works to improve the image of Hayward through a variety of community focused activities and events

### **DUTIES INCLUDE**

Duties may include but are not limited to the following:

- Assists in the design and implementation of economic development strategies and programs related to business attraction, business expansion, and retention. Duties can involve research, writing, presenting staff reports, project management, data collection and analysis, visits to local businesses and facilitating business prospects.
- Update existing city economic development data, and develop efficient methods of maintaining current, needed data on real estate trends, employment/training efforts and related issues.
- Conduct marketing of the City's available economic development programs.
- Works closely with other City departments to facilitate permit processing of economic development projects.
- Plans and implements marketing and promotion of City programs, and assists in the management of related budgets.

**A complete job description and list of duties can be found at [www.hayward-ca.gov](http://www.hayward-ca.gov)**

**ABOUT HAYWARD** With over 160,000 residents, Hayward is the sixth largest city in the San Francisco Bay Area. It is centrally located 14 miles south of Oakland, 25 miles southeast of San Francisco, and 26 miles north of San Jose. This location makes the city a transportation hub with an extensive network of freeways, bus lines, two BART stations, an Amtrak station, and the Hayward Executive Airport. According to the 2010 census, Hayward is the second most ethnically-diverse community in California, which is apparent in its rich cultural events and diverse local businesses. The family-oriented community is home to Cal State East Bay, an historic downtown, and some of the best weather in the Bay Area.

## **JOB RELATED AND ESSENTIAL QUALIFICATIONS:**

### **Knowledge of:**

- Technical assistance techniques used in addressing such issues as economic development strategy and program formation, commercial revitalization, business attraction and retention, and incentives such as loans and grants.
- The real estate and business entitlement and development process.
- Methods and sources used in analyzing local economic trends and industry trends, as well as principles and practices of demographic research and analysis.
- Modern marketing and communication practices; promotional events planning.

### **Ability to:**

- Plan, organize and implement a comprehensive economic development program, including a proactive outreach and communication program which projects the image of the community.
- Organize work, set priorities and exercise sound independent judgment within established guidelines, including using creative ways to solve issues.
- Work effectively with business leaders, financial institutions, citizen groups and staff in interdepartmental and diverse team environments.

## **MINIMUM QUALIFICATIONS**

Any combination of equivalent experience and education that could likely provide the required knowledge and abilities would qualify. A typical way to obtain the knowledge and abilities are:

**Experience** Three (3) years of recent progressively responsible professional experience, two (2) of which include journey level duties in public economic development planning, business administration, or business management, including specific experience in financial analysis.

**Education** Equivalent to a Bachelor's Degree in Planning, Economics, Business Administration, or a closely related field. Graduate degree in an appropriate field may be substituted for one year of experience.

**Licenses and certificates** Possession and maintenance of a valid Class C California Driver's License.

## **SUPPLEMENTAL QUESTIONS**

Completion of the Supplemental Questionnaire is required for your application to be considered and is an integral part of the examination process. Responses should be limited to one page per question and sufficiently detailed to assist in evaluating your qualifications for this position. Writing 'see resume' or 'N/A' is not a sufficient response.

1. Please provide an example of an economic development program or promotion you created or implemented. What challenges did you encounter, how did you overcome those challenges, and how did you measure the result?
2. Please describe your experience collecting, analyzing and utilizing demographic and other economic data. What sources of information did you find helpful? How was your work product used?
3. Please describe your experience in business recruitment, retention and expansion. Explain your strategy for convincing a prospective business to locate to Hayward. What tools would you need?