

**CITY OF MANTECA**

**ECONOMIC DEVELOPMENT ANALYST/  
SENIOR ECONOMIC DEVELOPMENT ANALYST**

**Department:** Development Services

**Bargaining Group:** Mid-Manager

**Effective Date:** July 2024

**FLSA Status:** Exempt

**Revision History:**

**BASIC FUNCTION:**

Under general supervision or direction, performs administrative and technical duties in support of the City's economic development and redevelopment programs; conducts complex research and analysis; assists in business recruitment, formation, retention, and expansion efforts; and performs related duties as assigned.

**DISTINGUISHING CHARACTERISTICS:**

Economic Development Analyst is the entry-level classification in the series. Incumbents perform the more routine and less complex administrative and technical duties in areas regarding economic development.

Senior Economic Development Analyst is the journey-level classification in the series. Incumbents administer the more complex economic development projects and programs with a broader scope of activities and responsibilities.

**REPRESENTATIVE DUTIES:**

**ESSENTIAL DUTIES:**

Plans develops, monitors, and implements a variety of programs and projects to encourage the attraction, expansion, and formation of new and existing employers within the community.

Provides administrative and technical support to the department and City staff.

Responds to existing and new business inquiries including requirements and site selection; assists and connects businesses with City departments, outside partnering agencies and other appropriate resources.

Conducts research regarding economic development programs; analyzes and interprets data; prepares reports and recommendations.

Assists in developing and implementing marketing materials, including graphic design, digital and print applications, social media, and video content.

Identifies and evaluates potential funding sources for economic development activities; prepares grant applications; negotiates and manages grants and contracts; prepares budgets and approves and monitors expenditures; recommends resolutions for budgetary problems; prepares a variety of financial reports.

**July 2024**

Serves as a staff liaison to City departments, City Council, state agencies, cities, and community groups regarding economic development matters.

Works with local real estate community to maintain a current inventory of available sites and buildings.

Attends and participates in professional group meetings; stays up to date on new trends and innovations; brings new ideas to the economic development program.

Attends trade shows and conferences to promote the City.

**OTHER DUTIES:**

Perform related duties as assigned.

**KNOWLEDGE AND ABILITIES:**

**KNOWLEDGE OF:**

- Business marketing techniques.
- Applicable laws, codes, regulations, policies and procedures.
- Sources of funding for economic development programs and projects.
- Advanced methods of report preparation and presentation.
- Principles, practices of planning, land use, economics, zoning, small business operations, grant administration, and local government operations.
- Property and Business Improvement District formation, renewal, operations, and assessments.
- Current trends in local economic development.
- Operation of a computer and assigned software.
- Oral and written communication skills.

**ABILITY TO:**

- Research and analyze a variety of complex technical and administrative problems; make sound policy and procedural recommendations.
- Establish and maintain accurate databases, records, and files.
- Understand, interpret, and apply all pertinent laws, codes, regulations, policies and procedures, and standards relevant to work performed.
- Deal effectively with the public, economic development organizations and the business community.
- Prepare reports and make oral presentations.
- Work under pressure and meet deadlines.
- Establish a good, professional working relationship with co-workers and the public.
- Communicate clearly and concisely, both orally and in writing.

**EDUCATION AND EXPERIENCE:**

Any combination of experience, education, and training that would provide the best qualified candidates. A typical way to obtain the knowledge, skills, and abilities would be:

**Economic Development Analyst:** Equivalent to a bachelor’s degree in economics, marketing,

**Economic Development Analyst/Senior Economic Development Analyst– Continued Page 3**

public administration, business administration, or a related field and one year of experience performing administrative and technical duties related to economic development activities. Local government experience is highly desirable.

**Senior Economic Development Analyst:** Equivalent to a bachelor's degree in economics, marketing, public administration, business administration, or a related field and two years of public sector experience performing duties comparable to those of an Economic Development Analyst with the City of Manteca.

**LICENSES AND OTHER REQUIREMENTS:**

Valid California Class C driver's license.

**WORKING CONDITIONS:**

**ENVIRONMENT:**

Office environment.

Driving a vehicle to conduct work.

**PHYSICAL DEMANDS:**

Hearing and speaking to exchange information and make presentations.

Dexterity of hands and fingers to operate a computer keyboard.

Constant use of overall vision; frequent reading and close-up work.

Walking during site visits.

Employees must possess the ability to lift, carry, push, and pull materials and objects up to 25 pounds with the use of proper equipment.