



CITY OF OAKLAND

ECONOMIC AND WORKFORCE
DEVELOPMENT DIRECTOR



CITY OF
OAKLAND



Recruitment Services Provided by Ralph Andersen & Associates

OPPORTUNITY FOR A DYNAMIC PROFESSIONAL

As one of the largest Cities in the Bay Area, the City of Oakland is seeking a dynamic, experienced Economic and Workforce Development Director who will recognize this great opportunity to act as a steward of one of the State's most dynamic emerging economies. This entrepreneurial leader will excel in business development strategies, stimulating interest in a wide range of workforce and development opportunities, real estate and cultural affairs, understanding the complexities of public finance, cultivating strategic partnerships, and supporting a revenue-driven approach for the city. Working collaboratively with the City Administrator or his designee, the Economic and Workforce Development Director will also lead the City in exploring options for supporting the City's small business environments, while at the same time, serving as the point person to a full range of stakeholders (business community, civic leaders, developers, educational partners, and the broader community). Additionally, the Director will work with the City in developing and implementing a five year strategic plan in coordination with the development of the General Plan Amendment.

THE COMMUNITY

Located in and serving as the eastern anchor of the Bay Area, the City of Oakland (pop. 439,483) serves as the administrative hub of the County of Alameda, the regional seat for the federal government, the district location of primary state offices, and the center of commerce and international trade for the Bay Area, it prides itself on being a vibrant and strategically urban community. With one of the most ethnically and culturally diverse populations throughout the State, the community is a rich blend of residents, business owners, entrepreneurs, artists, and tourists from many cultures and backgrounds. The City is also home to the third largest LGBTQ community among the 50 largest U.S. Cities.

Within its 78 square miles, Oakland is experiencing an emerging urban renaissance. It is home to PG&E, Kaiser Permanente, Clorox, Blue Shield, Pandora, and ASK. Oakland boasts approximately 30 million square feet of office, R&D, manufacturing, and warehouse building space.

Oakland residents have an average household income of approximately \$124,815, and 50.7 percent hold bachelor's, graduate, or professional degrees.

CITY GOVERNMENT

The City of Oakland is a service organization, operating under a Mayor-Council form of government that combines the civic leadership of elected officials with the managerial experience of an appointed City Administrator. The Mayor and the City Council, which is comprised of eight Council members (seven elected by district and the eighth elected at-large), oversee city government. Elections are held every four years for the Mayor with Councilmembers elected on a rotating basis. The City Council is elected on a non-partisan basis, and the Mayor and Councilmembers are subject to a two-term limit.

The City Administrator is appointed by the Mayor and confirmed by the Council and is responsible for implementing Mayor and Council policy and administering the day-to-day operations and affairs of the city government in a businesslike and prudent manner.



Photo: Greg Linhares, City of Oakland

THE POSITION

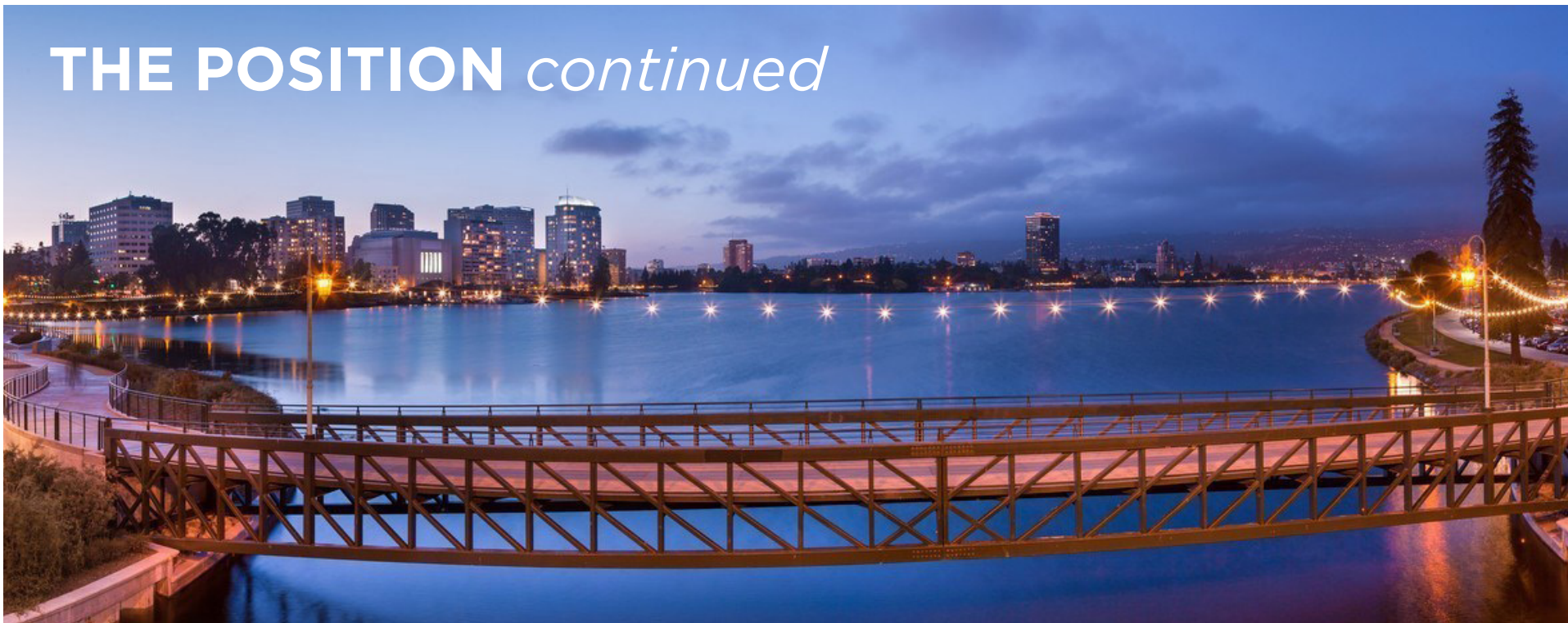
The Economic and Workforce Development Director reports directly to the City Administrator and is a key member of the City's Executive Leadership Team. The Economic and Workforce Development Team consists of a staff of 68 (including the Economic Development Director) that is organized into seven Divisions: Administration, Cultural Affairs, Real Estate Asset Management, Business Development, Public/Private Development, Special Activities and Workforce Development. These divisions work in harmony to achieve the overall mission of the Department and provide such critical services as grant funding to support city wide cultural activities; vital partnerships with the development community; special event permits, issuance of cannabis permits; working with public, private, and non-profit groups as well as working collaboratively with the Oakland Workforce Development Board (OWDB) to support the needs of all businesses and workers alike.

Key responsibilities include:

- ❖ Engage at all levels with the local and regional business communities to develop a strategic focus on new and existing business growth opportunities and associated benefits to the City of Oakland;
- ❖ Continue to enhance the City's industrial base through progressive land use planning and deep connections as well as understanding of advanced manufacturing and emerging technology ecosystems;
- ❖ Support expansion workforce development programs through collaborative efforts;
- ❖ Specifically focus on increasing opportunities for downtown and historic small business districts to grow and flourish;



THE POSITION *continued*



Develop and implement economic and business development programs designed to retain and strengthen existing business, attract new businesses, market to key industries, increase the City's tax base and create viable economic opportunities consistent with the City's goals of job creation, job training, and suitable economic and business development;

- ◆ Coordinate economic growth, retention, and sustainability with other public agency investments such as transit, public housing, cultural institutions, educational institutions, and recreational venues with local, regional, state, and federal partners;
- ◆ Demonstrate skill in crafting public/private partnerships at both the strategic and transactional levels across the range of regional, state, and federal public partners with commercial, industrial, institutional, and eleemosynary private partners;
- ◆ Develop and implement an updated marketing plan that promotes Oakland's business environment as 'welcome' to all, including small businesses, advanced industries, and the real estate investment community; and
- ◆ Track and maintain a strong knowledge of relevant economic data used to drive strategies and decisions including economic models that accurately assess the competitive advantages of inner cities.



THE IDEAL CANDIDATE

The candidate selected will be an outstanding critical thinker, innovative, an articulate communicator, and good listener who is engaging and comfortable interacting with and presenting to elected officials, the business community, and all other key stakeholders. The Economic Development and Workforce Director will have a proven track record in economic development (or related field) and a demonstrated ability to deliver measurable results. As a leader of a department with 68 team members, the selected candidate will need to demonstrate strong leadership skills and commit to staff development.

The ideal candidate should be familiar with the principles of economic development, current and emerging city planning, business/technology operations, non-traditional models to assess urban markets, and real estate development trends. An experienced economic development professional with California experience is desirable.

Additionally, the new Economic and Workforce Development Director will possess excellent interpersonal skills, creating an open, collaborative, and successful working relationship with the Mayor, City Council, local businesses, community groups, developers, and other City executives. This individual will be politically astute, yet apolitical, and possess the ability to establish trust and sustainable relationships.



THE IDEAL CANDIDATE *continued*

Other key competencies for this position include the ability to:

- ◆ Demonstrate knowledge of economic and workforce development trends and practices.
- ◆ Cultivate and strengthen the City's formal and informal partnerships with local and regional external organizations that support City economic development initiatives.
- ◆ Develop sector or cluster specific projects or initiatives that strengthen the City's sense of place and economic base (e.g., mixed use, multi-modal transportation, and related development).
- ◆ Develop and coordinate the implementation of strategic economic development plans and programs that align with major City policies and priorities (i.e.: Economic Recovery Framework, City Council priorities, and key specific plans).
- ◆ Formulate and oversee analysis of City and regional economic, market, demographic, and social trends to facilitate integrated economic and physical development planning.
- ◆ Understand and leverage urban design to help brand districts and establish character that attracts customers and investors.
- ◆ Leverage all available incentives available for businesses, either internally or externally, and connect Oakland businesses to these opportunities.
- ◆ Demonstrate past success in marketing, business attraction and retention, and regional economic efforts as well as an understanding of the principles, practices, and techniques of workforce development, including federal, state, and municipal laws and regulations governing workforce development programs.





QUALIFYING EDUCATION AND EXPERIENCE



Photo: Greg Linhares, City of Oakland

Any combination of education and/or experience that has provided the knowledge and skills necessary to satisfy job performance would be qualifying. A typical way to obtain the required knowledge and skills would be: A Bachelor's degree in Urban Planning, Economics, Business Administration, or a related field and three years progressively responsible professional level experience in economic or community development, research, business administration, or closely related field in regional and urban contexts like Oakland; a Master's degree in one of the fields listed above would be highly desirable and may be substituted for one year of experience.

All candidates who meet the qualifying education and experience are strongly encouraged to submit credentials for consideration.

COMPENSATION AND BENEFITS

The City of Oakland offers a competitive compensation and benefits program. The annual salary range for this position is \$169,050 to \$253,575 and will be dependent on qualifications and experience (DOQE) and consistent with the City's recent practices. The City participates in CalPERS (California Public Employees' Retirement Systems) with a pension formula of 2.7% @ 55 for Classic PERS members (13% pre-tax employee contribution) and 2% @ 62 for new PERS members (8.25% pre-tax employee contributions).

Other executive level benefits for this position may include:

- ◆ CalPERS Medical (100% of Kaiser Premium paid by the City)
- ◆ Dental
- ◆ Vision
- ◆ Medical Waiver Plan – Cash-In-Lieu
- ◆ Management Leave
- ◆ Professional Development
- ◆ Flexible Spending Accounts
- ◆ Commuter Benefits
- ◆ Group and Supplemental Life Insurance
- ◆ Employee Assistance Program (EAP)
- ◆ Deferred Compensation

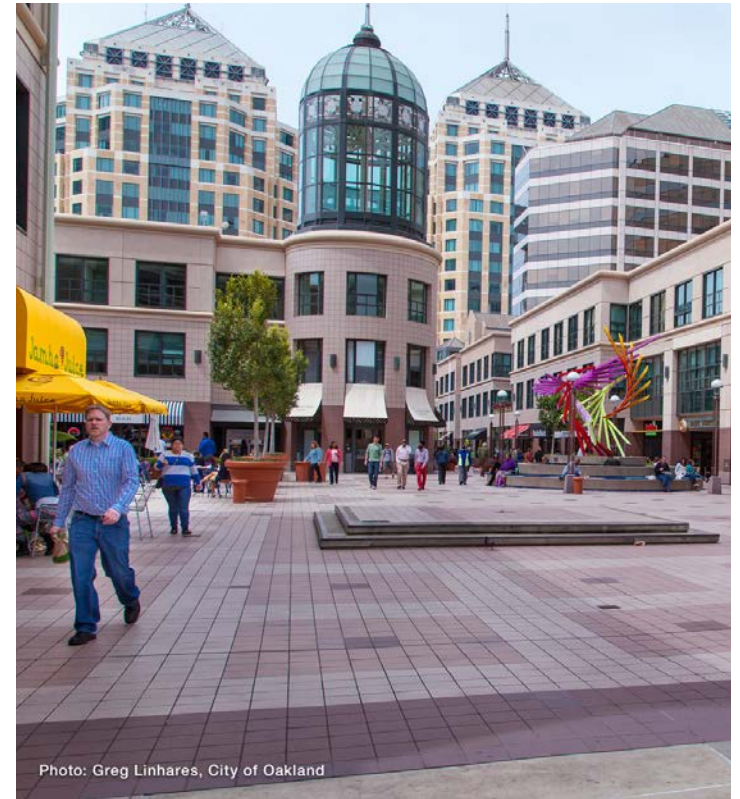
For additional information on benefits offered by the City of Oakland, click the link for [Employee Benefits Information](#).

APPLICATION & SELECTION PROCESS

Candidates are encouraged to submit early in the process for optimal consideration. To be considered, candidates must submit a cover letter and comprehensive resume to apply@ralphandersen.com. The closing date for submittal of materials is ***Monday, December 18, 2023***.

This is a highly confidential process. Professional references will be contacted later in the process once mutual interest has been established. A completed release will be required by top candidates to verify employment, education, and other verifications, as appropriate.

If you have questions or would like to discuss the opportunity further, please contact Mr. P. Lamont Ewell at 916-630-4900. Confidential inquiries are welcomed. It is important to note that Oakland has a Sunshine Ordinance that requires the City to release the names of finalist upon request.





The City of Oakland is an equal-opportunity employer that values workforce diversity, inclusion, and equity. Oakland has a long history of activism around issues of justice and equity. Both oppression and this resistance to oppression have shaped the city's historical roots and the lives of its residents to this day. As public servants in one of the most diverse cities in the nation, we strive to develop employees who understand the harm and impacts of systemic inequity to create lasting, meaningful outcomes for everyone. Oakland strives to establish an environment that embraces the richness of culture, community, and individualism of employees.

