

## City & Borough of Wrangell

## Position Description

Position: Economic Development/ Planning Director	Type: Permanent, Full-Time
Department/Site: City Hall	FLSA: Exempt
Evaluated by: Borough Manager	Salary Grade: 28

### **Summary**

Plans, organizes, and performs Community Development and Planning activities that include the strategic planning process, development and implementation of the comprehensive plan, economic and environmental planning, zoning administration for all current planning, code compliance, housing, and land use issues, and business development assistance. Includes project planning, grant writing, basic geographical information system map preparation, and the coordination and implementation of tourism marketing activities.

### **Distinguishing Career Features**

The Community and Economic Development Planner is responsible for managing, performing and integrating current and advanced planning programs and services that enhance community image and environment. Advancement to this position requires the ability to accomplish all short and long range community development objectives.

### **Essential Duties and Responsibilities**

- Plans, organizes, controls, integrates and evaluates the work of the department. Develops, implements, monitors, and reviews accomplishments against annual performance plans.
- Formulates and recommends policies on development, growth, land use, transportation, environment, and housing. Directs and conducts communications programs to enhance public awareness of growth and planning challenges.
- Consults and sets direction for major projects to ensure compliance with City goals, needs, and applicable planning laws. Ensures that project deadlines are reasonable and attainable, and professional quality work is maintained.
- Advises, manages, and provides staff support to the Planning and Zoning Commission, the Economic Development Committee and the Wrangell Convention and Visitor Bureau.
- Advises City staff, Board, and Committee members on goals, priorities, programs, and regulations for land use, conservation, municipal infrastructure and quality and livability of the City. Discusses, recommends, and seeks direction for complex projects and programs.
- Directs the conduct of surveys, public hearings, and other communication techniques in order to identify community and customer goals, objectives and needs.
- Monitors project planning efforts, overseeing contractor selection for planning projects and adherence to applicable policies. Prioritizes and resolves conflicts to ensure goals are met in a timely and fiscally responsible manner.
- Establishes performance requirements with department subordinate staff, when applicable. Provides coaching and conducts reviews of accomplishments.
- Directs and participates in developing budgets for the department. Monitors and evaluates performance against established budgets. Identifies projects, programs, and priorities. Estimates costs for services, including those proposed for outside contractors and consultants.

- Directs, advises, and participates in preparing analysis and recommendations on legislation, policy issues, and long-range plans. Interprets Planning and City Commission instructions and requests. Interprets city ordinances, policies, laws and regulations. Coordinates tourism and visitor marketing program.
- Serves as a City representative to conferences and meetings with other governmental agencies and industries. Participates in meetings, conferences, conventions and other professional forums to stay current with planning trends and emerging strategies for metropolitan communities, and visitor related services and marketing tools.
- Coordinates and implements the tourism marketing efforts of the city for business development and visitor services, working cooperatively with the Convention and Visitor Bureau, all departments, including Nolan Center, and visitor industry businesses and organizations.
- Performs other duties as assigned that support the overall objective of the position.

## **Qualifications**

### **▪ Knowledge and Skills**

- The position requires knowledge in the theory, principles, practices, and techniques of current and long range urban planning and design, land use, zoning administration, annexation, and urban renewal.
- Requires knowledge of planning department organization design, public administration, public financing, and financial management.
- Requires knowledge of the laws, regulations, codes, and ordinances applicable to the City's planning functions.
- Requires knowledge of, and sensitivity to the social, political and environmental issues influencing planning programs and project development.
- Requires knowledge of research and analysis methods.
- Requires sufficient math skills to perform statistical analysis and interpret complex plans and maps.
- Requires sufficient knowledge of personal computer operations to build relational databases that support departmental operations, and to access and apply common office productivity software.
- Requires knowledge of the methods and techniques used in citizen involvement and external communications.
- Requires advanced knowledge and skill in the English language to prepare and deliver professional and influential written correspondence and reports.
- Requires knowledge of project planning and development, and organizational skills to prepare grant or other funding requests and reports.
- Requires well-developed human relation skills to deliver persuasive talks to large and diverse audiences on matters that can be sensitive, present ideas clearly, resolve conflict, manage and review performance, and conduct advanced negotiations.
- Requires knowledge of marketing and promotional methods to enhance local business and program efforts.
- Requires a basic understanding of the principles and practice of geographic information systems.

### **▪ Abilities**

- Requires the ability to plan, direct, and integrate the sub-functions within the department, including, but not limited to comprehensive urban planning activities, geographic information systems, permitting, and development engineering.
- Requires the ability to develop and administer business plans and budgets.
- Requires the ability to direct and perform difficult research and analysis.

- Requires the ability to understand, interpret, explain and apply all policies, laws, regulations, codes, and ordinances applicable to community development in the City.
- Requires the ability to analyze, interpret and explain proposed legislation and programs and the implications and impact on City planning.
- Requires the ability to present proposals and recommendations clearly, logically, and persuasively in public meetings.
- Requires the ability to represent the City's interests in negotiations and other dealings on a variety of difficult, complex, sensitive and confidential issues.
- Requires the ability to use sound judgement when making decisions, interpretations, and in communications with others.
- Requires the ability to visit remote sites and to work extended hours for the purpose of conducting meetings and public processes.
- Requires the ability to conduct performance reviews of department subordinates in line with the accomplishments of the department.
- Requires the ability to work cooperatively with diverse groups and individuals.
- Requires the ability to work as contributing member of a team, work productively and cooperatively with other teams and external customers, and convey a positive image of the City and its services.

▪ **Physical Abilities**

- Requires the ability to function primarily indoors in an office environment engaged in work of primarily a sedentary nature.
- Requires sufficient ambulatory ability to move about to office and remote locations.
- Requires auditory ability to carry on audience, ordinary, and telephonic conversation.
- Requires near and far visual acuity to read detailed maps, drawings, other printed material, computer screens, and observe physical layouts.
- Requires manual and finger dexterity to write and to operate microcomputers and other office equipment.
- Requires the ability to alternatively sit and stand for sustained periods of time to deliver presentations, meet with customers and implement job activities.

▪ **Education and Experience**

The position requires knowledge of urban and environmental planning, business and economic development or similar discipline, general working knowledge of geographic information systems, and progressive experiences in planning activities.

▪ **Licenses and Certificates**

- Requires a valid Alaska Driver's License.
- Encouraged to obtain certification from the American Institute of Certified Planners
- Encouraged to obtain certification from the International Economic Development Council

▪ **Working Conditions**

Work is performed indoors where minimal safety considerations exist.

*This job/class description, describes the general nature of the work performed, representative duties as well as the typical qualifications needed for acceptable performance. It is not intended to be a complete list of all responsibilities, duties, work steps, and skills required of the job.*

Economic and Community Development Planner