



City of Woodland

Business Engagement / Resource Conservation Program Manager

Position

This position coordinates and executes a variety of economic development, marketing, environmental, sustainability, research, technical analysis, and community engagement tasks. This position serves as a critical member of the City Manager's office of Equity, Environment, Economy, and Engagement and works closely with the City Manager and/or designee to develop and implement strategic initiatives to enhance the quality of life and improve community resiliency.

SUPERVISION RECEIVED AND EXERCISED

The Program Manager: Business Engagement / Resource Conservation has full responsibility for the management of every aspect of a project, works with supervision, and has a level of independence to gather information on specific projects. General direction is provided by the City Manager and Communications and Strategic Policy Manager and/or designee. Incumbents may oversee a project team consisting of technical personnel staff assigned to a project or may have supervisory duties, depending on the department's need.

ESSENTIAL DUTIES AND RESPONSIBILITIES

Assists in evaluating and determining needs, defining goals and strategies, and recommending actions to carry out a variety of business promotion, environmental conservation, and community engagement.

- Serves as the primary contact to business organizations, travel, food and agriculture industry stakeholders, and relevant community members to provide information about the City's economic development assets, activities, etc.
- Serve as brand ambassador for the City's The Food Front initiative at the local and regional level, including at meetings, events, and conferences.
- Manage various conservation and open space enhancement projects.
- Research, develop, and execute innovative business recruitment, expansion, support, incentive, and expansion programs.
- Foster and manage public/private/non-profit partnerships and conduct consistent outreach to relevant stakeholders.
- Solicit and evaluate proposals and oversee consultant contracts/proposals, and project budgets.
- Attend, actively participate in, and – when relevant - lead meetings with local and regional business, development, and outdoor space organizations.
- Collaborate with academia and industry to create workforce training programs.

- Design effective marketing, digital advertising, and multimedia materials to promote economic development and outdoor space programs, partnerships, and services.
- Manage, develop, analyze, and track engagement across social media platforms.
- Develop reports, e-newsletters, press releases, and prepare and package information in an effective and attractive format.
- Prepare internal communications to share with councilmembers and city staff regarding economic development priorities, business incentive programs, new businesses announcements, conservation and open space enhancement projects, and metrics tracking the business community's economic performance.
- Plan, execute, and promote a range of community events.
- Manage installation of art in public places projects as assigned.
- Research, write, and manage the implementation of grants when relevant and in support of strategic initiatives and City Council priority goals.
- Administrative duties as needed.
- Regular, predictable, consistent and timely attendance is an essential function of the position, in that Employee must be present to work to complete assigned tasks.
- Other duties as assigned.

Knowledge of

- Principles and practices of business development, sustainability, and resource conservation, including implementing outreach and education programs.
- Understanding of business marketing and branding.
- Knowledge of and experience using social media platforms (Facebook, Twitter, Instagram, YouTube, etc.) for marketing purposes.
- Graphic Design Skills: Familiar with design programs such as Canva, Publisher, Apple Pages, Adobe InDesign, Adobe Photoshop, other applications as appropriate.
- Knowledge of Webpage development and management using such open source management systems such as Wordpress.
- Knowledge of social media and blog platforms.

Skill in

- Effective communication across multiple methods including oral, written, and graphic (Spanish fluency is a plus).
- Project management including project-specific budget development and tracking, managing multiple stakeholders, and meeting deadlines.
- Evaluating and using data from various social media platforms (Facebook, Twitter, Instagram, YouTube, etc.) for marketing purposes
- Developing graphics utilizing various Graphic Design programs
- Knowledge of Webpage development and management using WordPress
- Proficient in Microsoft Office Suite
- Fundraising and grant writing experience is a plus.
- Photography and video experience is a plus.

Ability to:

- Strengthen existing and build new relationships with local community members and regional partners.

- Identify and support opportunities for collaboration among community and industry partners.
- Effectively plan, organize, and direct programs relating to the areas of assigned responsibility
- Formulate and write accurate, technical reports.
- Supervise, train, mentor, and evaluate subordinates
- Manage multiple projects simultaneously and self-motivate
- Communicate in multiple languages, particularly Spanish, highly desired

EXPERIENCE AND EDUCATION

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

Education:

Equivalent to a Bachelor's Degree from an accredited college or university with major work in community development, economic development, marketing, business, journalism, history or related field.

Experience:

Minimum of three (3) years of experience working in a business and/or government relations field. Experience using various social media platforms for marketing and communications.

Bilingual is desirable.

Knowledge of grant writing and fundraising experience are desirable.

Certificates. Driver License: Possession of a valid California Class C Driver License at the time of appointment.

ADA COMPLIANCE

Physical Ability: Positions in this class typically require climbing, balancing, stooping, kneeling, crouching, reaching, standing, walking, pushing, pulling, lifting, fingering, grasping, talking, hearing, seeing, and repetitive motions.

Heavy Work: Exerting in excess of 25 pounds of force occasionally

Other Requirements:

Sensory Requirements: Requires the ability to recognize and identify similarities and differences between shade, degree or value of colors, shapes, sounds, forms, textures or physical appearance associated with objects and people.