City of Washougal

## JOB DESCRIPTION

Title: Strategic Initiatives Manager (Strategic Planning, Economic Development and Project Funding)

Department City Manager’s Office

Exempt/Non-Exempt Exempt Reports to City Manager

Effective date Updated: August 2023

Pay grade: Strategic Initiatives Manager

General Position Summary:

Under the general direction of the City Manager as a member of the City Leadership Team, provides program leadership for Strategic Plan implementation and performance reporting, economic development, capital project and strategic program initiatives funding and related program efforts; represents the City on a variety of boards, commissions and committees; performs research, planning, analysis, and coordination necessary to administer various City programs, projects and functions; conducts specific and comprehensive studies and analysis of a wide range of municipal policies, programs, and procedures; provides professional assistance and guidance to the City Manager and Leadership Team on strategy, policy, and operation issues involving areas of assigned responsibility and other City-wide issues; manages, coordinates and delivers the City’s performance management program; manages and oversees the activities of the City’s projects and programs related to Economic Development, including business recruitment, retention and expansion; identifies, defines and develops funding sources to support existing and planned capital and strategic program activities.

Essential Functions/Major Responsibilities:

*Strategic Initiatives:*

* Oversees and facilitates updates to the Strategic Plan, working with consultants and stakeholders.
* Oversees and facilitates the monitoring and reporting of the progress of implementation of the City’s Strategic Plan and related goals and objectives.
* Oversees the City’s Performance Management program, including identifying and developing performance measures, data collection and reporting.
* Conducts complex and sensitive administrative, operational, and management analysis, studies and research projects including those involving City-wide programs and policies; selects, adapts, and applies appropriate research and statistical techniques; gathers and analyzes data and information from various sources on a variety of specialized topics.
* Participates in and leads special projects including planning and implementation of special programs and complex research of new program services. Provides policy analyses on anticipated programs to evaluate their feasibility within the organization.
* Participates in the development and implementation of the City’s policies, procedures, goals, and objectives.
* Prepares a variety of reports and makes presentations to various audiences, including the City Leadership Team, City Council, and the public.

*Economic Development:*

* Manages and implements the City’s economic development projects and programs related to growing and attracting new businesses to promote the economic health of the City.
* Develops and manages communications tools that provide information about doing business in Washougal including contact information, demographics, real estate inventory, and other pertinent materials as appropriate.
* Utilizes the Comprehensive Plan and the City-wide Strategic Plan to develop and implement an Economic Development Strategic Plan to serve the economic needs of the City.
* Develops and maintains an inventory of land and buildings available for business development in Washougal.
* Develops Business Contacts. Contacts businesses to develop a good working relationship with existing businesses, generate business development leads and recruit new or assist exiting businesses in the City. Provides status reports regarding leads and new or existing businesses.
* Researches, drafts, and recommends possible incentives to encourage business investment and development.
* Responds to and provides support for firms considering investing in Washougal.
* Represents the City at the Columbia River Economic Development Council, Camas Washougal Chamber of Commerce, Washougal Business Association, and related organizations.
* Develops and maintains strong working relationships with federal, state, and regional partners, industry associations and other key organizations.

*Capital Projects and Strategic Initiatives Funding:*

* Oversees the City’s efforts to secure funding for projects, programs, and initiatives. Researches and identifies new government, corporate, foundation and private funding prospects to match the City’s priorities.
* Serves as the City’s chief grant writer and administrator. Generates revenues for the City’s initiatives and programs through timely submission of well-researched, well written and well-documented grant proposals. Maintains primary responsibility for grant schedules and tracking of grants, including follow-ups on the progress of submitted proposals and pending grants.
* Administers awarded grants and other funding to ensure compliance. Reports on status of applications and projects.
* Performs administrative oversight of agreements, contracts, grants, and/or regulatory compliance issues.

Secondary Functions:

* Assists the City Manager with legislative and government advocacy.

Job Scope:

This position involves a wide diversity of work situations. The incumbent’s work may determine some practices and procedures in certain areas. The incumbent may contribute to the development of new concepts regarding the position. A high degree of complexity is involved in performance of responsibilities, including strategic planning and performance reporting methods and practices; economic development methods and practices; and researching, understanding, interpreting, and applying numerous laws, statutes, program guidelines, regulations, ordinances, policies, and procedures related to project and program funding. The incumbent will perform duties independently, with minimal supervision. Errors in work may result in misrepresentation of laws, statutes, program guidelines, regulations, ordinances, policies, and procedures, causing miscommunication between the city, public, funding agencies and new and existing businesses. An error in work may result in problems involving the finances, health, safety, and welfare of the parties involved.

Supervisory Responsibility:

This is not a direct supervisory position. The position provides program leadership to various City employees.

Interpersonal Contacts:

This position involves frequent communication with others both inside and outside the City. Contacts within the city are made most frequently with the City Council, City Manager, Department heads, and other departments. Contacts outside the city are made frequently with the public, existing businesses and potential new business owners, funding agencies, external partners, and stakeholders. Contacts are usually made on the incumbents’ own initiative or as a result of inquiry. These contacts are sometimes about confidential or sensitive matters. These contacts occur face to face, virtually and by phone, email, and the internet.

Specific Job Skills:

* Knowledge and ability in the theory, principles, practices, and techniques of public administration, including budgeting, contract administration, program and project management, technology, operations and other general administrative functions and communications.
* Knowledge and ability in the principles, practices and methods of strategic planning, performance management and reporting, economic development, and program and capital project funding.
* Knowledge and ability with grant application processes, scoring criteria and funding cycles, and grant management and administration.
* Ability to establish and maintain highly effective working relationships with the City Council, City Manager, department heads, managers, employees, business and community leaders, residents, the public and others encountered in the course of work.
* Ability to exercise seasoned management and political acumen, tact, and diplomacy in dealing with complex, sensitive and confidential issues when there are multiple and conflicting agendas and positions.
* Ability in researching, interpreting, analyzing, and reporting diverse data.
* Ability to present proposals and recommendations clearly, logically, and persuasively.

Mental Activities and Skills:

* Formulate and accomplish strategic planning, economic development and project/program funding goals and objectives.
* Effectively represent the City and interact successfully with internal stakeholders, partner agencies, media, community, and business leaders
* Develop creative and innovative solutions for complex challenges
* Work effectively in partnership with partners
* Analyze problems; identify solutions; project consequences of proposed actions, implement recommendations in support of goals
* Research, analyze, and evaluate new methods, procedures, and techniques
* Read, interpret, and apply federal, state, and local policies, laws, and regulations.
* Perform responsible and difficult work involving the use of independent judgment and personal initiative.
* Understand the organization and operation of the City and of outside agencies as necessary to assume assigned responsibilities
* Interpret and explain administrative and departmental policies and procedures
* Establish and maintain effective working relationships with those contacted in the course of work
* Ability to handle multiple interruptions and adjustments to priorities.
* Problem analysis and decision-making skills.
* Ability to exercise individual initiative and discretion in confidential matters.
* Maintain political neutrality while working with elected officials on assigned program work
* Ability to exercise independent judgment and action.
* Ability to communicate effectively, both orally and in writing; communicate effectively with diverse individuals, and to resolve problems calmly and efficiently.
* Ability to effectively set priorities, manage workload, and handle multiple responsibilities to meet deadlines
* Interpersonal, teamwork, and customer service
* Negotiation and decision-making
* Creative issue analysis, troubleshooting and solutions development
* Utilization of a computer and relevant software applications
* Ability to perform advanced math (analysis, statistics, significant data, or number manipulation)
* Promoting a culture of teamwork and communication by working in collaboration with others
* Ability to work effectively under pressure
* Highly organized with the ability to implement systems and follow-up processes
* Motivated self-starter with the ability to work collaboratively and independently with purpose and accuracy in a fast-paced environment

Physical Activities:

* Frequently sitting, bending, kneeling, crouching, squatting, talking, and listening.
* Specific vision abilities required by this job include close vision, distance vision, color vision, peripheral vision, depth perception and the ability to adjust focus.
* Ability to work in a standard office setting, use standard office equipment and physically attend meetings both at and away from City facilities.

Education and/or Experience:

* Bachelor’s degree in Public Administration, Business Administration, Public Policy, Management, Economics, or closely related field. Master’s degree preferred.
* Five to seven years of progressively responsible experience in program management related to areas of assigned responsibility. Experience with local government preferred.
* Proven track record of securing grants and other funding.
* Other equivalent combinations of education and experience will be considered.

Job Conditions:

The normal working hours for the position are 8:00 am to 5:00 pm, Monday through Friday. Alternative work schedules are available. A large majority of the incumbents’ time is spent inside the office. Incumbent may be required to work extended hours including evenings and weekends. Incumbent may be required to travel outside City boundaries to attend meetings.

*I have read and understood the functions, responsibilities, and requirements of this position.*

Employee Acknowledgement