

# City of Windsor Heights

## Director of Planning, Development, and Marketing

**Department:** Administration  
**Reports To:** City Administrator  
**FLSA Status:** Exempt  
**Written By:** Sheena Danzer  
**Approved By:** Brett Klein  
**Council review and approval on January 5, 2015**

### **Summary Description:**

Under the general direction of the City Administrator, the incumbent is responsible for management and oversight of the Planning, Development, and Marketing Department, including supervision of appropriate staff members. The incumbent is a department head with responsibility for policy development, program planning, budget management, administration, and operational direction of the Planning, Development, and Marketing Department functions. The incumbent is responsible for accomplishing department objectives and goals within guidelines established by the City Council and City Administrator.

### **Appointment/Selection:**

Selection is facilitated by the City Administrator, and is based upon merit and qualifications.

### **Knowledge, Skills, and Abilities:**

- Knowledge of the organization, functions and issues of municipal government.
- Knowledge of the principles, functions and practices of public administration.
- Ability to report, write or edit articles for publication.
- Knowledge of social media tools and communication methods.
- Knowledge of municipal, county, state and federal ordinances and statutes/ability to research such.
- Must have understanding of economic development techniques and trends.
- Must understand city finances and have a background in successful grant writing and administration.
- Considerable knowledge of and ability to keep up to date on laws, trends and advancements in the areas of municipal planning, marketing and development.

- Knowledge of the laws, ordinances, and codes relating to land use plans and development regulations specifically related to zoning, land division, and development of public projects.
- Knowledge of research methods, ability to find information, analyze and evaluate numerical and technical data.
- Ability to communicate effectively, orally and in writing, and to prepare concise, accurate reports and written recommendations for changes, revisions, additions, deletions, or amendments to codes, ordinances, plans, and policy development.
- Ability to develop group activities and to solicit community input on strategic and long term planning for the City.
- General knowledge of economic development practices, financing options, and organization commitment to local efforts.
- Ability to effectively report and communicate ideas related to the field of community/economic development and the impact of the City.
- Ability to develop effective working relationships with all participants in economic development including developers, businesses, citizens, community leaders, City staff personnel, State and Federal government officials, lenders, brokers, architects, utility companies, contractors, and others.
- Ability to successfully negotiate financial and other public actions with developers, businesses, and their representatives.
- Ability to conduct thorough and reliable due diligence analysis for economic development projects.
- Knowledge and practical experience with a variety of computer software programs including word processing, Excel, e-mail, GIS software and municipal financial software.
- Exceptional analytical and general office skills.
- Ability to effectively communicate verbally and in writing.
- Ability to establish and maintain positive working relationships with City staff, elected officials, public, press, and contracted vendors.
- Ability to use contemporary technology, including computers, telephones, social media and software management programs.
- Ability to maintain a professional demeanor, to calmly approach and solve problems under stressful circumstances, maintain and promote harmony in the workplace, and concentrate for long periods of time.

- Must possess ability to work independently and be flexible.
- Ability to multi-task on a daily basis, performing with telephone and walk-in customer interruptions, and adapt to changing priorities.
- Knowledge of, and the ability to, safely work with general and specialized tools and equipment used in a municipal office setting, including but not limited to copier, tri-fold machine, adding machine, postal meter, etc.
- Must possess exceptional interpersonal relationship / customer service skills.

**Essential Functions (The following is a list of typical duties):**

- Advise respective City management on community relations projects and activities.
- Conduct research and make recommendations on complex administrative projects and issues.
- Oversee the coordination of special events working with the Chamber, Community Events Planners and other stakeholders as needed.
- May represent the City at various meetings with the public, community organizations and other governmental agencies.
- Attend and prepare minutes of meetings for the Planning and Zoning Commission, Board of Adjustment, Development Committee, and others as directed.
- Assist citizens, co-workers and elected officials as necessary and appropriate.
- Plans, develops, coordinates, and implements activities related to city planning, construction codes and code enforcement and supervises department personnel.
- Directs activities in current planning, zoning, and land development including rezoning, subdivision, development, site plans, and issuance of permits.
- Directs zoning enforcement and processing including special use permits and variances.
- Directs activities and supervises personnel in nuisance codes including code development permit processing, inspection and enforcement and assists with building code development.
- Completes a variety of forms and reports for submittal to numerous groups and individuals summarizing findings, recommendations, and plans.

- Supervises and coordinates the development and revision of the subdivision regulations and zoning ordinance; and other regulations related to current planning, development engineering, and code enforcement.
- Serves as technical consultant for current planning to the Planning and Zoning Commission, and related boards and committees and presents staff reports and recommendations to those bodies.
- Serves as staff for the Board of Adjustment.
- Serves as liaison between the City and builders, contractors, developers, and various State and Federal agencies.
- Coordinates the City's GIS (Geographic Information Systems) program.
- Develops, coordinates, and administers municipal storm water programs and procedures as required for compliance with the City's MS4 Permit.
- Coordinates the activities required by the National Pollutant Discharge Elimination System (NPDES) as it relates to storm water management plans, BMPs, annual report submittals, and education and outreach.
- Coordinates with the City Administrator for long range planning activities and economic development practices and initiatives.
- Works with the City Administrator to obtain information concerning, and complete grant application procedures.
- Supervises and oversees all functions of the Planning, Development, and Marketing Department, including personnel matters of the department and personnel on specific projects.
- Serves as a central point of contact for businesses, developers, and contractors who use City economic development services including financial assistance, site selection assistance, urban renewal, and other municipal actions and services related to a specific project.
- Initiates and oversees the implementation of a comprehensive marketing campaign and communications plan for the promotion and image creation of Windsor Heights, including the use of social media.
- Utilizes and develops financing sources including tax increment funds, Federal Community Development Block Grant funds, State of Iowa funds, Small Business Administration, private sector contributions, and other economic development assistance.
- Identifies, secures and oversees the use of grant funding for various city projects in a variety of departments (grant writing and administration).

- Participates in meetings with developers, businesses, citizens, community leaders, and City personnel on economic development projects and programs.
- Works with others to assemble cost estimates for various public auctions such as land acquisition, relocation, demolition, and public improvements.
- Analyzes financial and market feasibility data on projects under negotiation including project pro formas, sources and uses of funds, cash flow analysis, security provisions, business probability, underwriting, and related data.
- Markets programs to bankers, real estate professionals, neighborhood groups, developers and others.
- Works with all City departments to create, modify, and implement the City's sustainability goals.
- Evaluates the work of key personnel within the division and initiates appropriate action to improve performance as required. Approves the recruitment and hiring of new professional and technical staff.
- Propose new revenue streams regularly and in accord with the proposed budget.
- Develop and recommend policies and procedures to enhance the effectiveness and efficiency of department operations.
- Enforce the City Code and all polices.
- Answer phone calls, assist public with questions, comments and concerns and report all complaints to supervisor immediately. Upon receipt of a complaint will take copious notes in the absence of the City Administrator and receive contact information of the complainant.
- Other duties as directed by the City Administrator.

**Peripheral Duties:**

- Attend seminars, professional /district meetings, and workshops related employment functions and keep apprised of developments or changes in municipal government and local, state, and federal law.
- Update and enhance knowledge of contemporary communication practices and methods covering all forums.

**Experience and Training:**

- Minimum requirements include a Bachelor's Degree in public administration, business administration, economic development, community and regional planning/urban planning, or closely related field from an accredited college or university, and a minimum of five (5) years of progressively responsible experience

in community and regional planning or economic development. A related Master's Degree and/or managerial experience are desirable.

- Certification by the American Institute of Certified Planners (AICP) and Certified Economic Developer (CEcD) is preferred or should be attained within five (5) years of employment.
- Must possess a valid Iowa driver's license. If in possession of a valid out of state license, must be able to possess and maintain throughout employment a valid Iowa driver's license within 6 months of employment. Must be available for off-hour work assignments, meetings and activities.
- Possession and maintenance of CPR, AED and First Aid certifications.

**Tools and Equipment Used:**

- Typewriter, personal computer, including word processing, spreadsheet and data base software, 10-key calculator, telephone, copy machine, fax machine, postage meter, first aid and safety equipment.
- Cleaning and maintenance chemicals and solutions in accord with the manufacturer's specifications.

**Work Environment/Frequent Physical Demands:**

The physical demands described herein are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with a qualifying disability to perform the essential functions.

- The noise level in the work environment is low/moderate level office noise in addition to occasional noise exposure of streets, parks and public works machinery and equipment.
- Regular exposure to outside climate of varying weather conditions.
- Frequently sit, stand, walk, bend, grasp, push, pull, squat, twist and kneel.
- Frequent use of physical strength requiring the moving, lifting, pushing, carrying and pulling of objects weighing up to 30 pounds.
- Frequent use hands frequently to finger, handle, or feel objects, tools or controls.
- Frequent reaching with hands and arms, and occasionally lift, push, and carry or pull moderately heavy objects (30-50 pounds).
- The employee is frequently required to verbally communicate and interact with public, citizen customers, vendors, staff and elected officials using active listening skills.

- Specific vision abilities required by this job include close vision and the ability to adjust focus with clarity of vision of 20' or more and 20" or less, as well as proficient hand / eye coordination.
- Requires clerical, forms, numerical, and verbal perception.
- Occasionally crawling and lifting, pushing, pulling and carrying objects (50 pounds or greater) may be required. Individual will be expected to lift items in this range with the assistance of a machine or other able individual.

**Interaction with Other Department/Staff:**

- The position requires a high degree of information sharing between administration, treasurer, public works, police, building inspector, City Council, and other temporary staff. It is of the utmost importance that any personal information be kept strictly confidential and in the event of written documents with personal information be held under lock and key.

*The duties above are intended only as illustrations of the various types of work that may be performed. The omission of specific statements of duties does not exclude them from the position if the work is similar, related or a logical assignment to the position. The job description does not constitute an employment agreement between the employer and employee and is subject to change by the employer as the needs of the employer and requirements of the job change.*

**Acknowledgement:**

I have carefully read and understand the contents of this job description. I understand the responsibilities, requirements and duties expected of me. I understand that this is not necessarily an exhaustive list of responsibilities, skills, duties, requirements, efforts or working conditions associated with the job. While this list is intended to be an accurate reflection of the current job, the City of Windsor Heights reserves the right to revise the functions and duties of the job or to require that additional or different tasks be performed as directed by the City of Windsor Heights. I understand that I may be required to work overtime, different shifts or hours outside the normally defined workday or workweek. I also understand that this job description does not constitute a contract of employment nor alter my status as an at-will employee. I have the right to terminate my employment at any time and for any reason, and the City of Windsor Heights has a similar right.

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| Employee's Signature | Date | City Administrator | Date |
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The City of Windsor Heights is an Equal Opportunity Employer.