



**CITY OF WESTMINSTER, CO**  
**invites applications for the position of:**

# **Economic Vibrancy Manager**

An Equal Opportunity Employer

**SALARY:**

Annually  
 \$129,709.00 - \$162,136.00

**OPENING DATE:** 04/11/22

**CLOSING DATE:** 05/09/22 08:30 AM

**POSITION PURPOSE / IMPORTANT APPLICATION INFORMATION:**

Westminster's purpose is to provide core services and foster economic resilience to give our community the opportunity to thrive. Westminster is a city of beautiful, safe, well-maintained neighborhoods and destinations with a vibrant, diverse economy, rich and resilient environment and a strong sense of community belonging.

The Economic Vibrancy Manager contributes greatly to the above vision and mission through a combination of direct responsibilities, program administration, collaboration, special projects and partnerships throughout the community. This work involves the strategic positioning, planning and deployment of real estate assets, redevelopment programs and development partnerships to increase the vibrancy of and private sector investment in the built environment throughout the City.

A major focus of this position is the redevelopment of Downtown Westminster and Westminster Station area, adaptive reuse projects, prioritization of infrastructure needs, development of strong relationships with developers and property owners, and facilitation of economic development projects through the City's review processes. In addition, the division administers the citywide inventory of developable property and is responsible for the marketing, negotiations, and disposition of these assets to their highest and best use for the community. The responsibilities require frequent coordination with senior management of other City departments, elected officials, high-level external contacts such as developers, investors and property owners, as well as state, local, and national industry groups to affect legislative changes that support a vibrant built environment.

The position requires the ability to manage multiple high-level staff, projects and activities; a high level of organizational and interpersonal skills; excellent analytical abilities; strong technical skills in redevelopment and real estate development, and the ability to identify creative solutions to move these projects forward. The position interacts with local property owners, developers, investors, City, State, and regional staff members and commercial real estate organizations. The environment in which this position operates is complex, highly political, fast-moving and always evolving, requiring a high-level of independence of action and judgement. This position is also responsible for overseeing business intelligence and GIS support needs of the department.

This leadership position plays a vital role on the city-wide management team, providing critical input, as it relates, to the city strategic plan and performance measures. All management team members are expected to champion the City Mission through SPIRIT. Our values are articulated through the acronym of SPIRIT which defines “how” we work at the City of Westminster creating a culture of Service, Pride, Integrity, Responsibility, Innovation and Teamwork.

In order to be considered for this position, all candidates must attach to the online application at time of submittal, a cover letter and resume (maximum of two (2) pages for each document). The full salary range for this position is stated above. Starting wages are negotiable and dependent on the qualifications and experience of each individual candidate. The City of Westminster offers a bonus of up to \$1,500 per year depending on the employee’s fluency in Spanish, Hmong, Laotian and/or American Sign Language (ASL).

### **ORGANIZATIONAL COMPETENCIES AND CULTURAL VALUES/GENERAL COMPETENCIES:**

Westminster’s purpose is to provide core services and foster economic resilience to give our community the opportunity to thrive. Each employee is measured by the ability to adhere to the City’s core values of Service, Pride, Integrity, Responsibility, Innovation, and Teamwork.

This position supports the goals of the Department of Economic Development, which supports and is responsive to the City Manager's Office, residents, the city's business community, City Council, and the overall city organization. Through leadership by example, Economic Development progressively manages the economic development functions of the organization, where service and empowerment are governing principles, and effectively communicates with internal and external audiences. The Economic Development Department is the City's ambassador to the business and development community and strives to excel in the provision of service.

#### **Every employee is accountable to:**

- Demonstrate a high level of customer service; encourage others to focus on the customer; foster an environment where customer service is a priority
- Communicate with customers to ensure that, where possible, they are satisfied, and that their needs are being addressed; solicit and evaluate customer feedback
- Act as an ambassador by understanding and fostering the organization's mission and vision
- Exhibit pride in self, the department, the city, and the community; conduct self in a professional manner
- Demonstrate integrity and build trust through credibility, reliability, commitment, loyalty, and ethical behavior
- Address difficult or contentious issues in a constructive manner
- Support/promote change; demonstrate flexibility, and take calculated risks when appropriate
- Participate in personal growth opportunities, and attend trainings designed to enhance capacity to bring new skills and ideas to the job and the organization
- Work to continuously improve the efficiency and effectiveness of the service or product being delivered
- Demonstrate support for team efforts by accepting new roles and responsibilities, and helping others achieve objectives
- Value diversity; demonstrate an awareness of differences; demonstrate sensitivity, and adapt behaviors and communication to accommodate these differences

**GENERAL COMPETENCIES****Citywide - Every employee in this position is accountable to:**

- Establish effective interpersonal relationships through honest, open communication and follow-through on commitments
- Recognize personal strengths and weaknesses, and target areas for personal self-development
- Demonstrate initiative in performing job tasks
- Exhibit problem-solving skills leading to sound judgment and quality decisions
- Achieve goals, and handle assigned workload and new assignments effectively; demonstrate an ability to work independently
- Communicate effectively with individuals and groups using clear and concise verbal and written communications
- Demonstrate accountability for work, and take ownership in job performance
- Demonstrate concern for the accuracy and quality of work; take steps to correct mistakes and improve the overall product

**Job Specific – Every employee in this position must be able to:**

Demonstrate extensive knowledge of:

- Principles, practices and techniques of effective management and public administration with respect to personnel, budget and overall management concepts
- Rules and regulations of the department and the City, including the charter, municipal code of ordinances, and other adopted codes and plans in effect, particularly those related to land development
- Current literature, research, and developments in the fields of affordable housing, community economic development and real estate development
- Sustainability principles covering social equity, economic resilience, and environmental impacts
- Provide effective oversight and leadership, as well as plan, assign, and efficiently manage the work of direct staff reports, special projects, and programs
- Empower employees by:
  - Conducting daily business in an inclusive and participatory manner
  - Ensuring respectful, fair, consistent, and equal treatment of all employees, residents, businesses, and professional associates
- Coach and hold employees accountable to conduct their work and activities in a manner that embraces the City's SPIRIT values
- Express oneself clearly and concisely in both oral and written form, displaying a professional demeanor at all times
- Foster cooperative working relationships among staff members and emphasize positive customer relations approaches with residents, vendors/suppliers, and those conducting business with the City
- Establish and maintain effective working relationships with civic groups, the public, elected officials, and all City employees

**Leadership/Supervisory – Every employee in this position is accountable to:**

- Foster a participatory organizational climate that is open, positive, reinforcing, and supportive
- Encourage employees to be accountable for their work and take ownership in what they do
- Demonstrate leadership and courage by making or supporting decisions that reflect the organizational mission and goals even when the decision may be unpopular to some
- Demonstrate collaboration and conflict resolution skills with other departments and employees
- Help employees to see the value of developing their skills, and assist them in eliminating barriers to their development; encourage employees to step outside of their comfort zone to develop their skills
- Provide meaningful, timely employee feedback and appraisals, and effectively address employee performance problems
- Effectively supervise, mentor, and motivate in a team environment

**JOB SPECIFIC FUNCTIONS:**

## 1. Division-level management duties:

- Support Director and collaborate with the departmental management team, as well as the City Manager's Office and other departments, to develop solutions that support a high performing organization and fulfillment of the City's mission statement
- Manage division personnel and operations in a manner to meet the department's and City's strategic plans and goals
- Represent the City and Economic Development Department in a professional manner and positive light
- Embody the City's SPIRIT values in all interactions and discussions with residents, businesses, visitors and throughout the organization
- Utilize a high degree of analytic ability and inductive thinking to devise new, non-standard approach to highly intricate, technically complex problems
- Use independent judgement to evaluate new approaches to problem solving, and assess changing facts or conditions
- Communicate using considerable tact, discretion and persuasion in obtaining the cooperation of others and requiring the handling of delicate relationships and complex situations
- Develop and maintain ongoing external relationships involving difficult formal negotiations which requires a well-developed sense of timing, strategy and may involve detailed explanation and interpretation of policies, rules and regulations
- Manage extremely delicate and sensitive relationships within complex situations
- Supervise staff reviews development applications and representing the department on land use processes, including amendments to the Comprehensive Plan and Unified Development Code and internal committees such as the Design Review Committee
- Develop policies, procedures, and best practices that demonstrate exceptional customer service and stewardship of City resources
- Handle contentious issues in a timely manner that reflects and supports City management philosophy and decisions
- Models and encourages employees to demonstrate ownership and support of the City by fostering a collegial and positive work environment

## 2. Staff management and development duties:

- Demonstrates long-term perspective through coaching, cross-training and development of employees to build organizational resiliency
- Supervises personnel and takes necessary actions to ensure proper personnel administration throughout the division
- Directs allocation of resources for maximum efficiency
- Provides for a comprehensive program of professional training and development
- Keeps informed as to personnel, property, and operations by observation, reports and management input and initiates actions to improve operations when appropriate

## 3. Administrative and operational management duties:

- Provides day-to-day managerial decisions on problems and issues that arise within the division, ensures adherence to budget and operational plans, and promotes cooperation on common projects and functions within the Economic Development Department
- Maintains and promotes departmental relations, public outreach and engagement for business development and revitalization of Historic Westminster

## 4. Maintains regular and punctual attendance

**Other Duties and Responsibilities**

Incumbent is accountable for all duties of this job, and other projects and responsibilities may be added at the City's discretion.

## **POSITION REQUIREMENTS/WORKING CONDITIONS/PRE-EMPLOYMENT REQUIREMENTS:**

### **Education, Experience, Skills, Formal Training, Licenses, and Certifications**

#### **Required:**

- Bachelor's degree from an accredited university or college with major coursework in public administration, business administration, economic development, engineering, planning, real estate development, or a closely related field
- Seven (7) or more years of senior management and administrative experience and proven track record of success in the use of real estate assets and/or comprehensive area-wide redevelopment projects to accomplish economic development objectives, or closely related field

#### **Preferred:**

- Master's degree in public administration, business administration, economic development, engineering, planning, real estate development, or a closely related field
- Certified Economic Developer (CEcD) professional, Professional Engineer (PE), and/or American Institute of Certified Planners (AICP)

Any equivalent combination of education, training, and experience, which would provide the required knowledge and skills, may be considered.

### **Physical Requirements**

Work is sedentary in nature and requires sufficient physical stamina and strength for:

- Constant sitting to perform daily tasks; occasional walking through a multilevel facility to retrieve information; frequent standing, sometimes for extended periods
- Frequent squatting, reaching above shoulder, and twisting to file documents and lift supplies and material; occasional bending, kneeling, climbing, balancing, and reaching below shoulder to store documents, material, and supplies
- Constant light grasp, fine manipulation, and handling to perform daily duties; occasional firm grasp to safely use equipment
- Frequent lifting, carrying, and pushing and/or pulling of up to ten (10) pounds to move material and supplies; occasional lifting and pushing and/or pulling of up to twenty-five (25) pounds with dollies and carts

### **WORKING CONDITIONS**

Work is generally performed indoors and is primarily office work. Must demonstrate the ability to meet the physical demands of the job, including the ability to retrieve information from various locations in the office when needed. Exposure to periods of high activity and stress under demanding conditions. The position requires a great deal of communication with City employees, the public, and outside agencies.

### **Required Materials and Equipment**

General office equipment including personal computers, telephone, cellular phone, copy machine and calculator. May operate a motor vehicle to visit project sites.

**PRE-EMPLOYMENT REQUIREMENTS**

- Background checks will include employment references and criminal history, and when applicable, credit check, driver license record, and education verification
- Drug screen
- Must be legally entitled to work in the United States

APPLICATIONS MAY BE FILED ONLINE AT:  
<https://www.cityofwestminster.us/jobs>  
 OUR OFFICE IS LOCATED AT:  
 4800 West 92nd Avenue  
 Westminster, CO 80031  
 303-658-2150  
[jobs@cityofwestminster.us](mailto:jobs@cityofwestminster.us)

Job #22-00178  
 ECONOMIC VIBRANCY MANAGER  
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**Economic Vibrancy Manager Supplemental Questionnaire**

- \* 1. In order to be considered for this position, all candidates must attach to the online application at time of submittal, a cover letter and resume (maximum of two (2) pages for each document). Have you attached your cover letter and resume to your online application?
- Yes    No
- \* 2. This position has the following minimum qualifications: • Bachelor's degree from an accredited university or college with major coursework in public administration, business administration, economic development, engineering, planning, real estate development, or a closely related field • Seven (7) or more years of senior management and administrative experience and proven track record of success in the use of real estate assets and/or comprehensive area-wide redevelopment projects to accomplish economic development objectives, or closely related field Do you meet all of these minimum requirements?
- Yes    No
- \* 3. If you do not meet the minimum requirements, please list which ones you do meet. If you currently meet the minimum requirements, please respond with N/A.
- \* 4. Do you have a graduate degree in in public administration, business administration, economic development, engineering, planning, real estate development, or a closely related field?
- Yes    No
- \* 5. Describe your experience working at the intersection of economic development, real estate development and redevelopment to achieve community goals. If none, please respond with N/A.
- \* 6. Describe your professional certificates, if any, and how you believe they would help you be successful in this position. If you have none, please respond with N/A.
- \* 7. Describe your experience managing other high-level professionals. If none, please respond

with N/A.

- \* 8. This position requires hands-on engagement and collaboration to guide projects to a successful conclusion. Describe your experience in this realm. If none, please respond with N/A.

\* Required Question