



City of Seattle
DIRECTOR
Office of Economic Development

"Connecting Business, Community and People"



Seattle

Founded in 1869, the city of Seattle, surrounded by mountains and water and rich with culture and beauty, is located on the Puget Sound in Northwest Washington. With a population of over 500,000, Seattle is the largest city in the Pacific Northwest and the commercial, cultural, and educational leader for the region, and a major port city for trans-Pacific and European trade. Known for its quality of life, diverse and active citizenry, wide range of housing options, arts and culture, sports and entertainment, and access to recreational activities year-round, Seattle is constantly ranked as one of the nation's top cities for overall liveability.

Seattle boasts a rich tapestry of unique neighborhoods and communities that embrace and celebrate all aspects of diversity, with a strong commitment to the environment, education and quality of life issues. Seattle is home to Seattle Mariners baseball, Seattle Seahawks football, Seattle Supersonics and Storm basketball, and Seattle Sounders soccer. Other major attractions include the Seattle Center and Space Needle; Pike Place Market; downtown library; Woodland Park Zoo; Tillicum Indian Village; Seattle Aquarium; Pioneer Square; International District; lakeside and sound beaches; and local wineries and breweries. Outdoor activities include boating, fishing, golf, water sports, hiking, biking, mountain climbing and skiing. The arts scene includes the Seattle Symphony, Seattle opera and the Pacific Northwest Ballet; several museums including the Seattle Art Museum, the Seattle Asian Art Museum, and the Experience Music Project Rock and Roll Museum; plus numerous theater companies, festivals and musical concerts.

The Seattle region's economy is thriving and consists of leading-edge clusters such as aerospace, information technology, life sciences/biotechnology, clean technology/environmental industries, manufacturing, logistics, international trade, and a wide array of small to medium-size businesses. A recent study ranked the Seattle area 5th in software jobs as a percentage of total population. The city is the region's leader for health care including three major research facilities. The Seattle area also has excellent universities and colleges including the University of Washington and Seattle University.

The City of Seattle has a charter form of government with an elected Mayor, nine-member City Council, and City Attorney. Seattle registered voters also elect eight judges to the Municipal Court. Seattle's Mayor Greg Nickels is the head of the Executive Department. The Mayor directs and controls all City offices and departments except where that authority is granted to another office by the City Charter. The Council establishes City policy through enactment of ordinances and adoption of resolutions. The City Council also approves and adopts the City's budget. The nine Council members and their legislative assistants are part of the City's Legislative Department.

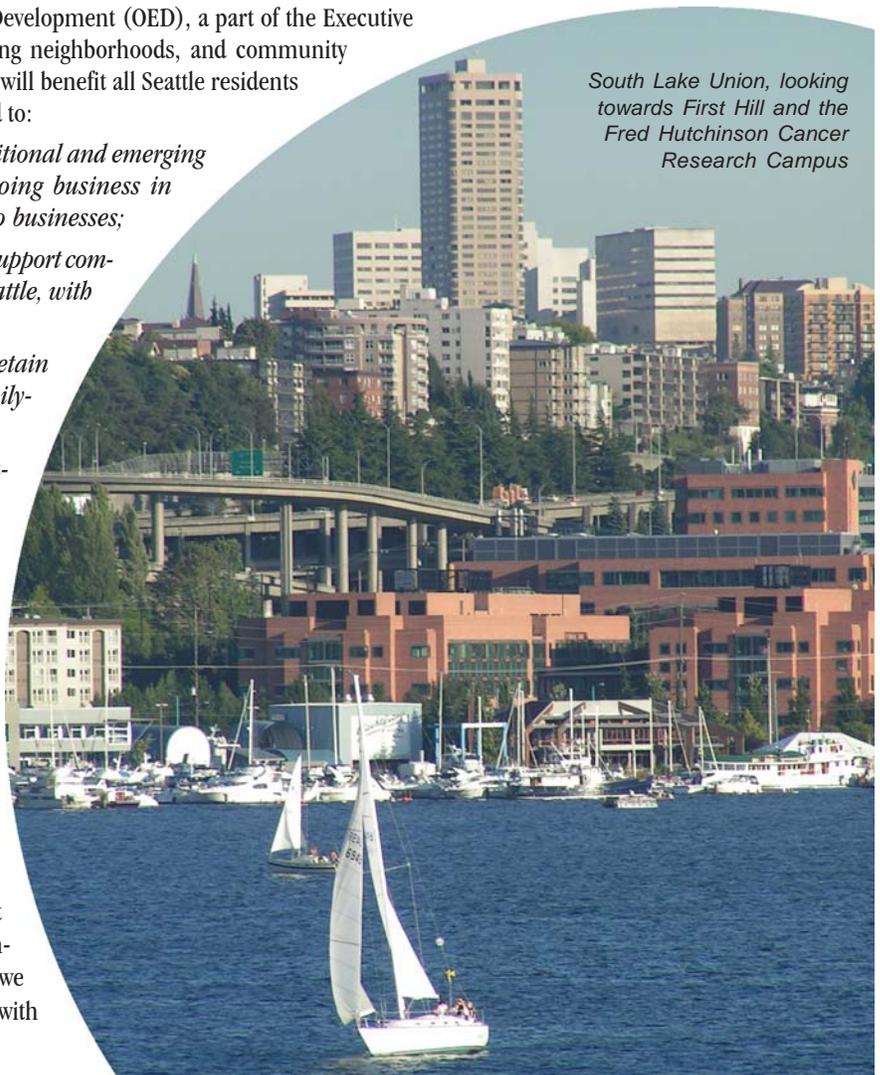
Office of Economic Development

The primary mission of the Office of Economic Development (OED), a part of the Executive Branch, is to help create healthy businesses, thriving neighborhoods, and community organizations to contribute to a robust economy that will benefit all Seattle residents and future generations. OED's programs are designed to:

- *Attract, welcome, and retain companies in traditional and emerging industries by promoting the advantages of doing business in Seattle, and providing one-on-one assistance to businesses;*
- *Strengthen neighborhood business districts and support community-based economic development across Seattle, with special emphasis on low-income communities;*
- *Assist large employers and small businesses to retain and grow Seattle's base of businesses and family-wage jobs;*
- *Increase apprenticeship and training opportunities to ensure that Seattle will have skilled workers capable of meeting the region's current and future work force needs;*
- *Improve customer satisfaction for businesses accessing City services.*

Values Statement

The City of Seattle's Office of Economic Development is committed to balancing economic growth with the pursuit of economic and social justice. We help create a vibrant economy which benefits the whole city by promoting access to economic opportunities for all of Seattle's diverse communities. We support economic development that is financially, environmentally, and socially sustainable. To achieve these ends, we are innovative and action-oriented and work effectively with our partners to ensure maximum impact.



South Lake Union, looking towards First Hill and the Fred Hutchinson Cancer Research Campus

Program Areas

The Office of Economic Development is organized into four program areas: Neighborhood Business District; Community Development; Industry Sector Development; and Workforce Development. OED has a staff of 21 and a budget of \$9.5 million. The Office has five strategic goals.

- **SUPPORT BUSINESS GROWTH**— Grow Seattle's economy through business development, retention and expansion activities focused on key industry sectors and small businesses.
- **CATALYZE COMMUNITY REVITALIZATION**—Develop and execute revitalization strategies to drive growth and investment in the city's economically distressed neighborhoods.
- **FACILITATE CONNECTIONS BETWEEN PEOPLE AND JOBS**—Develop workforce training and resources for underemployed and unemployed Seattle residents, benefiting individuals and industry, supporting key sectors and diversifying and strengthening Seattle's economy.
- **COMMUNICATE AND PROMOTE OED'S WORK**—Communicate OED's mission, role, and programs to partners, other City departments, stakeholders and the community at large.
- **FOSTER A HEALTHY, EFFECTIVE AND WELL FUNCTIONING ORGANIZATION**—Maximize the human capital asset of the organization through appropriate training, effective communication and interconnectedness between management and staff to fully realize OED's strategic plan.



Mayor's Strategy to Building a Stronger Economy

The work of OED is a part of Mayor Nickels' overall strategy to build a stronger economy. The Mayor convened his Economic Opportunity Task Force in 2002, and OED has been the lead department in coordinating implementation of the Task Force's recommendations; over eighty percent of the recommendations have been implemented. The Mayor reconvened the Task Force in 2005, and a second set of economic development strategies were recommended to capitalize on the City's economic development accomplishments and to address new opportunities to strengthen the economy and enhance shared prosperity.

This second set of recommendations focuses on strengthening the fundamentals that support our overall business climate and economic vitality: education, affordable housing and transportation, which align well with Mayor Nickels' priorities for his second term.

Some examples of this work at the Office of Economic Development include:

- Create new finance and process incentives for mixed-used development that includes affordable workforce housing;
- Establish industry-specific advisory committees to address current issues impacting these industries;
- Enhance collaboration between workforce development stakeholders to better meet employer needs, improve service delivery and attract funding.

The Position

The Director, Office of Economic Development, is appointed by and reports to the Mayor, and is responsible for planning, organizing, directing, staffing, and controlling the activities of the Office of Economic Development in conjunction with the Mayor's economic development agenda and the strategic plan for OED. The Director works closely with the Mayor's staff; City Council committees and members; Economic Opportunity Task Force; organizations active in economic, community, and workforce development; City departments; OED staff; and other stakeholders to foster positive and productive economic development activities. The Director is the City's representative on economic development issues and is a visible and highly engaged member of the Mayor's Cabinet and an expert on community and economic development activities for the City. The Director leads a small highly skilled and dedicated team that leverages resources in a manner that fosters sustainable economic and community development throughout the city.

The Director plays a critical role in City government as a facilitator and convener of important Mayoral initiatives, and must be exceptionally qualified to successfully perform in this high profile and sensitive position. The Director assumes a leadership role in enhancing OED's focus on quality service, efficiency, responsiveness and innovation in a professional and collaborative manner, while building a strong, well developed, committed and valued OED team.

The primary responsibilities of the Director's position are to:

- Provide visionary leadership to enhance the City's economic development agenda in a creative and collaborative manner that produces measurable and sustainable results;
- Identify, define and develop legislative initiatives, strategies, policies and programs to advance economic and community development objectives;

*Katherine's Place,
Southeast Seattle*

- Direct economic development efforts aimed at attracting new businesses, marketing to key industry sectors, retaining and strengthening existing businesses, increasing the City's tax base, and creating viable economic opportunities consistent with the City's goals of job creation and job training;
- Create and coordinate workforce development opportunities for Seattle residents to meet the needs of industries targeted in the OED's economic development strategic plan;
- Establish a balanced economic development service delivery system that ensures equitable distribution of resources for all communities, organizations and neighborhoods;
- Strengthen existing partnerships and create new relationships that encourage collaboration and leverage resources to improve economic and community development opportunities;
- Develop new and innovative funding mechanisms that increase OED's ability to invest in new economic development programs;
- Stimulate growth opportunities for local, small, minority and women owned business enterprises;
- Continue to build and expand on the accomplishments of the Mayor's Office of Film & Music, Business Advocate, Key Industry Sectors and Small Business programs;
- Interact with a wide variety of community, civic, and commercial interests to advance community and economic development plans, proposals and strategies with an emphasis on neighborhood revitalization;
- Provide staff development opportunities through formal and informal training, with emphasis on communication, inclusion, team building and performance based management, and the Mayor's Race and Social Justice Initiative;
- Direct the administrative functions of budget formulation and management, organizational staffing and development, and outreach and communication;
- Perform other related duties as required.



Candidate Profile

The Director, Office of Economic Development, will be an energetic and demonstrated leader with a track record of success, proven accomplishments and superior performance in economic and/or community development. Candidates must possess the knowledge, professional competence and boldness of vision required to effectively lead Seattle's broad range of economic development programs in a dynamic and diverse environment. As the City's representative on economic development issues, candidates must be articulate, poised and engaging, while being adept in serving as a spokesperson and advocate for economic development issues internally and externally.

The ideal candidate will have a bachelor's and/or masters' degree in business or public administration, public policy, urban planning or closely related discipline, plus at least 10 years of diverse professional experience including several years in a significant economic or community development leadership position. Non-profit and/or private sector experience would be a plus. Specific characteristics include:

- Understanding of the major policy and technical issues associated with economic development programs, local government policies, procedures, rules and regulations;
- Strong valued-based leadership and management skills, a high level of initiative and drive, interpersonal and cultural sensitivity, entrepreneurial, creative and flexible problem-solving skills, and the ability to direct, motivate, support and evaluate a diverse staff;
- Extensive knowledge of current economic development trends and practices, business development and marketing, contract negotiations and administration, and project management;
- Ability to implement existing strategic plans, while incorporating new and complimentary initiatives, as well as the ability to develop and implement goals, objectives, policies and priorities;
- Proven skills in financial management, human resources, and public and community relations;
- Ability to work collaboratively and effectively with diverse communities and organizations, elected officials, boards and commission, and City staff;
- Outstanding consensus building and interpersonal, verbal and written communication skills;
- Ability to identify issues and concerns, develop alternatives, build consensus and implement decisions, recognizing the need to be sensitive to the political environment and related issues;
- Creativity and enthusiasm to excite imaginations, possibilities and prospects for Seattle's economic future;
- Willingness to explore and address sensitive issues, take risks and seek new solutions;
- Expertise in resource development including identifying and obtaining new revenue sources, creating innovative public private partnerships, and leveraging existing resources;
- Committed to race and social justice, open and approachable, fair-minded, decisive and results focused.

SELECTION PROCESS

Candidates for this position will initially be evaluated by The Hawkins Company (Consultant). The most qualified individuals will be invited to participate in the next phase of the selection process. To be considered for this outstanding career opportunity, please submit a letter of interest and résumé as soon as possible, but no later than August 4, 2006 to:

William D. Hawkins, The Hawkins Company, 600 Corporate Pointe, Suite 1120, Culver City, CA 90230
(310) 348-8800x14 • (310) 348-8844 fax • bill@thehawkinscompany.com

The City of Seattle is committed to hiring a diverse work force and all qualified applicants are encouraged to apply.