

# MONTEREY COUNTY, CALIFORNIA



*Monterey County*  
announces an  
employment opportunity for

**ECONOMIC DEVELOPMENT/  
WORKFORCE INVESTMENT BOARD  
DIRECTOR**

**M**onterey County is seeking an experienced, visionary and entrepreneurial executive to become the County's new *Economic Development/Workforce Investment Board Director*.

## The Region

**M**onterey County's 428,000 residents enjoy a wide range of natural environments, rich agricultural lands, gentle Mediterranean climate, and a high quality of life. Residents are proud of their global reputation, rich history, and cultural and economic diversity; protective of their natural resources and pristine environment; and sensitive to the need to balance economic and urban growth. Monterey County's approximate 3,324 square miles encompass 12 cities in four richly distinctive communities: North County, Monterey Peninsula, Salinas Valley, and the Big Sur Coastline. The County's two largest industries are agriculture (\$4.0 billion annually) and tourism (\$2 billion annually). Appreciation for each region's unique history, natural resources and rich ethnic, cultural and religious diversity contributes to a sense of community that encourages the active participation and involvement of all residents. Monterey County is a place where people who want to get involved and make a difference are invited and encouraged to do so. Nestled in its naturally beautiful environment, some 95 miles south of San Francisco and 60 miles south of San Jose, Monterey County offers ready access to major urban centers, artistic and cultural events, sports and recreation venues, and quality educational and marine research institutions.

## County Government

**M**onterey County is one of the original counties of California, created in 1850 by the state's first legislature. Not only was Monterey the first county seat, it was California's first capitol. The County is now ranked 19<sup>th</sup> in population among the 58 California counties. Monterey County is a "general law" county with authority to govern Monterey County vested in the five-member Board of Supervisors. Elected by districts for four year staggered terms, the Board sets policy for the

county, passes all ordinances governing it, and directly appoints the County Administrative Officer, County Counsel, Chief Executive Officer of Natividad Medical Center, Equal Employment Opportunity Officer, and the General Manager of the Water Resources Agency. Other County elected offices include Sheriff-Coroner, Assessor-County Clerk-Recorder, District Attorney, Auditor-Controller, and Treasurer-Tax Collector. The County has a \$965.3 million annual budget and 4,638 very dedicated employees.

## The Economic Development Department

**T**he Economic Development Department was recently created by the Board of Supervisors to ensure that there is a County-wide perspective in support of a diversified economy, higher paying jobs and expanded revenue base for local government services, while preserving and protecting the County's agricultural base. The Department will promote economic growth and vitality for the County by attracting private investment in new and existing developments, and formulating economic, redevelopment, community development, housing and workforce investment strategies and programs for the County. The primary emphasis will be to assist existing and new businesses in identifying opportunities for growth or expansion, facilitate business financing and loans, minimize bureaucratic red tape, and encourage public/private partnerships. The Department will have a \$34,000,000 annual budget and 20 full time staff assigned to the Administration, Programs/Partnership, Economic Development, Redevelopment and Housing, and Workforce Investment Board Divisions.

## The Position

**T**he *Economic Development/Workforce Investment Board Director* is appointed by and serves at the pleasure of the County Administrative Officer. The Director is a key member of the County's executive team and provides leadership, administration and direction to Department managers responsible for the economic development, redevelopment, housing and job creation. The Director advises and makes recommendations to the County Administrative Officer

and the Board of Supervisors on economic development issues and strategic initiatives. He/She recommends new programs, discontinuance of existing programs, and/or major changes to programs or service delivery that will stimulate the County's economy.

The Director is highly visible and will interface with key community, government, media and private sector business leaders to facilitate economic development within Monterey County. He/She works closely with other County Department Heads, local, State and Federal agencies, the Workforce Investment Board, the Overall Economic Development Commission, and the Board of Supervisor's Economic Development Standing Committee. The Director is responsible for providing leadership and direction to Department staff, including outside professional consultants, financial professionals, contractors and legal advisors, to ensure the success of developments that have County-wide impact.

## Qualifications

Qualified candidates will typically have education, experience and training equivalent to a bachelor's degree in economics, business or a closely related field and five years extensive and progressively responsible administrative experience in economic development with a local government agency and/or the private sector. A graduate degree is highly desirable. The ideal candidate will have experience in overseeing redevelopment planning, implementation, monitoring and evaluation; budgeting practices, cost control, estimating and scheduling; economic development financing techniques including incentives and grants; effectively conducting outreach with the business community; developing and coordinating business attraction and retention programs; interacting with the media and utilizing social media to promote economic development; and data gathering, analysis, report writing and basic statistical applications. The ideal candidate will also have knowledge of pertinent local, State and Federal laws, rules and regulations governing economic development; laws and regulations pertaining to housing, redevelopment, land use and environmental issues; and principles and practices of economic development including knowledge of economic, geographic and demographic factors that affect a region.

## Challenges and/or Issues

*Some of the challenges and issues facing the Department include:*

- **Developing a mission, strategic initiatives, and goals and objectives for the newly created Department consistent with those of the Monterey County Board of Supervisors.**
- **Developing an economic development strategy for Monterey County.**
- **Evaluating existing institutional economic development organization networks, programs and agencies to determine the most strategic and cost effective opportunities for County participation.**
- **Evaluating return on investment of County funds expended on economic development efforts.**
- **In coordination with the public and private sector economic development partners, preparing an economic development plan that provides resource allocation guidance and a strategic policy focus.**
- **Identifying challenges, obstacles, and areas for improvement, as well as concrete development priorities that will create and secure well paying jobs.**
- **Building a strong and committed economic development team.**
- **Establishing relations and supporting collaborative efforts with economic development stakeholders, local governmental agencies, nonprofit organizations, and industry leaders to promote economic development activities that are compatible with the County's vision to protect, preserve and enhance the region's quality of life.**
- **Building new economic development relationships throughout the County, State, Nation, and internationally.**
- **Developing strategies for efficient utilization of the County's scarce and diminishing resources while identifying new revenue sources for economic development.**
- **Protecting the County's natural resources.**
- **Anticipating economic changes and trends that will enhance or hinder economic development in the region.**

## Personal Characteristics

- Proven Leader
- Strategic Thinker
- Consensus Builder
- Experienced Negotiator
- Team Player
- Approachable
- Excellent Communicator
- Innovative and Resourceful
- Open to new ideas
- Flexible
- Analytical
- Results Oriented
- Problem Solver
- Energetic, Enthusiastic & Hardworking
- Politically Astute but Apolitical

## Salary and Benefits

- The salary for *Economic Development/Workforce Investment Board Director* is negotiable depending on qualifications and prior salary history. Monterey County also offers an attractive executive benefits plan that includes:
- Flexible Benefit Allowance: \$808.84 per month.
- Deferred Compensation: The County has a voluntary deferred compensation program.
- Retirement: County pays the employee's 7% contribution to Public Employees Retirement System (PERS); 2% at 55 formula.
- Annual Leave: (In place of Vacation and Sick Leave) 23 days the first 2 years; 25 days after 2 years; 27 days after 6 years; 30 days after 10 years; 32 days after 15 years; 33 days after 18 years; 34 days after 20 years; 37 days after 25 years.
- Holidays: 10 days per calendar year plus 1 Floating Holiday.
- Professional Leave: 10 days per year non-accruable.
- Long – Term Disability: Provided by the County.
- Life Insurance: County provides term insurance in the amount of \$50,000.
- Monthly Vehicle Allowance of \$375 per month.
- Social Security/Medicare: The County participates in these programs.
- Other benefits: Management Expense Allowance, Professional Expense Stipend, and Annual Physical Examination.

## Equal Opportunity

Monterey County is an equal opportunity employer. The County seeks candidates who can make contributions in an environment of cultural and ethnic diversity. Monterey County provides reasonable accommodations for the disabled. If candidates require special arrangements to participate in the selection process, they should state their needs in writing when submitting an application package.

## Application Process

An application package consisting of two (2) copies of your resume with a signed cover letter outlining qualifications, an RJA supplemental questionnaire, and a list of five (5) professional references is required for consideration. A questionnaire can be obtained by calling RJA at (626) 447-3318 or through our website. Completed application packages should be sent to:

Dr. Richard Garcia, President  
**RJA Management Services, Inc.**  
2719 So. Mayflower Ave., Suite A  
Arcadia, CA 91006  
EOE

[www.rjamanagement.com](http://www.rjamanagement.com)



**All application materials must be received  
by June 17, 2011.**

Following the final filing date, application materials will be screened against the criteria in this brochure and preliminary interviews will be scheduled with candidates having the most relevant qualifications. Preliminary reference checks will then be conducted and qualified candidates will be reported to the County Administrative Officer. The County Administrative Officer will determine which candidates to invite to participate in the formal interview process. Selection of the *Economic Development/Workforce Investment Board Director* will follow shortly thereafter.

## Additional Information

Additional information about Monterey County can be obtained on the County's website:

[www.co.monterey.ca.us](http://www.co.monterey.ca.us)