



CITY OF LOS ANGELES

invites your interest in the position of

GENERAL MANAGER

ECONOMIC & WORKFORCE DEVELOPMENT DEPARTMENT



LOS ANGELES – BUILDING A FUTURE OF OPPORTUNITY AND PROSPERITY FOR ALL

Los Angeles is the second-largest and most diverse city in the United States. The L.A. region is an economic engine powered by a broad array of industries from entertainment and technology to manufacturing and healthcare. Los Angeles is a global city, connected to the world by its municipally owned airport and port, which are America's primary travel and trade gateways to Asia and Latin America. From Hollywood to the San Fernando Valley, and from Downtown to the Pacific Ocean, Los Angeles is rich with natural beauty, iconic sights and urban attractions that make it one of the most desirable places to live and visit in the world.

City Governance Structure

Los Angeles is a charter city and is governed by a Mayor and City Council. The City Council serves full-time and has fifteen members elected by district for four-year terms. Boards of Commissioners, appointed by the Mayor and confirmed by the City Council, oversee several of the City's departments and bureaus. Mayor Eric Garcetti was elected in May 2013 and is currently serving his second term.

The City has 38 departments, bureaus, and offices for which funds are budgeted annually by the Mayor and City Council. Additionally, the City has three departments (the Departments of Water & Power, Harbor, and Airports) that are financed by revenue generated from their operations, which are governed by Commissions, as well as two distinctly separate pension systems. In total, there are 43 departments, bureaus, and offices that support the elected officials and provide a full range of services to the City.

GOALS AND PRIORITIES OF THE CITY OF LOS ANGELES

Fiscal Responsibility - The City is working to eliminate the structural deficit and building a strong reserve fund while protecting Angelenos from cuts to city services.

A Livable City - Los Angeles is taking aggressive steps to make L.A.'s resources more sustainable, its neighborhoods more beautiful, and its parks and open space more accessible.

Public Safety - The City is working to make neighborhoods safer for all Angelenos and establishing itself as a model for cities around its public transportation system, its housing stock and its digital infrastructure.

Economic Development & Opportunity - Over the last four years, Los Angeles has created a historic number of jobs, raised wages for workers, cut its unemployment rate in half and attracted record levels of investment. The City will continue working to grow the

economy in ways that support the dreams and ambitions of all Angelenos by creating clearer and more accessible pathways to prosperity, helping students succeed, and making it easier for businesses to grow, thrive, and innovate

Sustainability - Building a sustainable future is a top priority for the City of Los Angeles. The City is taking aggressive steps to grow the cleantech economy and create green jobs, cut carbon emissions, and use our natural resources more efficiently. The City will continue to focus on these goals in the coming years.

Innovation - Los Angeles is a global focal point for innovation. The City is committed to drawing on the innovative spirit that exists in L.A., collaborating with the private sector, and proactively embracing new ways to improve basic services and the quality of life for all Angelenos.

ECONOMIC & WORKFORCE DEVELOPMENT DEPARTMENT

HISTORY

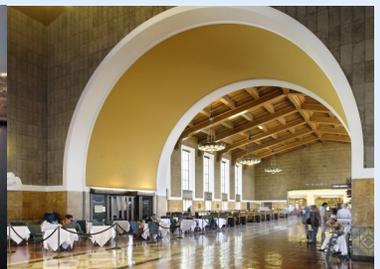
In 2013, Mayor Eric Garcetti and the City Council launched the Economic & Workforce Development Department as a modern, more efficient way for people to do business in the City of Los Angeles and to create more economically vibrant neighborhoods.

Prior to July 2013, EWDD's workforce and business functions were part of the city's Community Development Department. EWDD also assumed control of some public properties that were previously under the control of the Los Angeles Community Redevelopment Agency.

KEY FUNCTIONS

EWDD provides a broad range of programs that offer assistance in the areas of business support, employment and youth development. All programs are designed to grow and improve Los Angeles' economy while building a well-trained and job-ready workforce.

- **BusinessSource Centers** - Nine citywide centers provide services such as access to capital, business plan development, tax incentives and credits, business courses and training, employee hiring and workforce development to business owners or startups.
- **Economic Development** - EWDD creates and implements initiatives to promote job creation, business assistance, investment, and economic opportunity. The department also provides economic policy recommendations to the Mayor and City Council.
- **Real Estate Development** - EWDD is charged with negotiating real estate transactions for redeveloping strategic city and privately-owned properties into commercial or industrial uses.
- **WorkSource Centers** - Sixteen citywide centers offer a wide range of quality employment related assistance to job seekers and employers such as literacy skills, training, referrals, job listings and placement with an emphasis on high growth industries to build and support a qualified workforce in Los Angeles. Job Portals, smaller versions of the WorkSource Centers, are located in select city libraries and other locations.
- **YouthSource Centers** - Sixteen citywide youth development centers offer educational and career readiness services for disconnected youth ages 16 to 24 who are neither in school nor working.
- **Summer Youth Employment Program/HireLA's Youth** - The



Summer Youth Employment Program provides six weeks of subsidized work for Los Angeles youth, ages 14 to 24, with local partners including non-profits and businesses, and city departments. HIRE LA's Youth provides year-round real world job experiences and opportunities for college, career and financial literacy training.

- JobsLA.org - Online resource which enables job seekers to search unduplicated job postings from thousands of employers in the Los Angeles region, including private corporations, state job boards, local newspapers, recruiters, government agencies, etc.
- Day Labor Resource Centers - Seven centers citywide help reduce the number of day laborers who congregate on city streets and provide them with safe fixed sites where they can gain job skills, obtain ESL instruction, legal advocacy, and workplace safety information.

The Economic and Workforce Development Department (EWDD) is seeking an experienced and innovative individual to lead the Department as General Manager. The EWDD was created to increase support for business activity and build a strong tax base. The new General Manager should know that economic development and employment stimulate growth to attract investment and create opportunities for public-private partnerships.

Executive Responsibilities of the General Manager

The General Manager is responsible for a staff of 175 employees at the Economic and Workforce Development Department that is responsible for the administration of millions of dollars in federal funds earmarked for programs such as workforce and youth development, job skills training, and small business loans.

The General Manager manages the operations and activities of the EWDD and its related financing authorities. This position applies sound management principles and techniques in building and maintaining an effective workforce. In addition, the General Manager will be responsible for the following directly or through subordinate staff:

- Ensures the division has procedures in place to meet all City, State, and Federal requirements and regulations;
- Establishes and maintains positive working relationships with City elected officials, State and local agencies and officials through the development and presentation of recommendations in reference to policy, procedures and actions required to deliver a range of services to businesses, entrepreneurs, industry representatives, the public, City staff and other public and private entities/agencies;
- Directs, supports and coordinates training for staff as required for job performance, employee development, and building staff capacity;
- Oversees the communication of personnel policies and procedures to staff, and implements equal employment provisions in all aspects of the operation;
- Exercises overall responsibility in the areas of discipline, resolution of employee conflicts and grievances, and evaluation of performance;
- Establishes the priorities of the division in alignment with the goals of the department and the other divisions within the department;
- Maintains working relations and communications with the General Manager and other division heads within the department;
- Collaborates with all partners and stakeholders to obtain their feedback and ensure their input in city and department programs and initiatives, policy direction and legislative analysis;

- Manages policy planning and development for economic development, and leads efforts to engage stakeholders in preparing a strategic plan for economic development;
- Manages industry support desks that assist businesses navigating the City's business-related processes and procedures;
- Manages and implements economic development-funded programs provided through Federal, State and local funds;
- Actively engages business community advocate organizations such as Chambers of Commerce, Business Improvement Districts, economic development corporations, and community development corporations;
- Manages outreach and marketing for the City's economic development incentive programs including the State Enterprise Zone and State "Go Biz" Programs.
- Develops and implements economic development programs to achieve adopted economic development strategic plans;
- Develops, maintains and coordinates implementation of short- and long-term economic development programs and plans to increase or maintain private employment opportunities within the City, and to preserve or enhance the City's economic base;
- Studies policies, practices and programs at all levels of Federal, State, County, regional and city agencies that relate significantly to the City's economic base;
- Identifies significant economic problems and recommends to the Mayor and City Council possible solutions;
- Promotes staff development and succession planning.

THE IDEAL CANDIDATE

- Leaders who are not only effective managers, but also have the vision, discipline, tenacity and skills to set and achieve strategic goals and leave a lasting legacy.
- Team players who foster collaboration at all levels of the organization, with an understanding that problems and solutions routinely cross department lines and city borders.
- Team builders who make it a priority to empower, coach, mentor and recognize city staff members to increase their individual and shared capacity to achieve success.
- Change agents who use data and performance metrics to drive continuous improvements and achieve the results that matter most.
- Strategic thinkers who understand the necessity of taking the long view and the high road in order to realize outcomes that are environmentally, economically and socially sustainable.
- Role models who personally demonstrate the integrity, work ethic and genuine concern for their fellow Angelenos that inspires public confidence and motivates city workers to do their best.
- Active learners who seek best practices across the public, private, non-profit and academic sectors to apply them to the unique challenges and opportunities in Los Angeles.



- Public servants who are passionate about building a greater city in partnership with citizens and civic groups across Los Angeles.

Additionally, personal characteristics and attributes that are highly valued in the General Manager include:

- A strategic thinker with strong business expertise combined with excellent internal and external communication skills;
- Integrity and intellectual honesty;
- Creative entrepreneurship and strong, effective financial management skills;
- Outstanding interpersonal skills including compassion, cultural sensitivity, an ability to engage with a wide range of stakeholders and customers, and knowledge of industry practices;
- Ability to provide leadership to inspire, motivate, and empower staff to achieve established goals, ensure accountability, and deliver measurable outcomes.

DESIRED QUALIFICATIONS

Graduation from a recognized four-year college or university with a Bachelor's degree in Business Administration, Public Administration, Economics, Public Policy, or other related field and a desired minimum of five years of full-time paid professional experience as a senior level manager with experience directing staff responsible for Economic Policy and Development and one or more of the following activities:

- Real Estate Transaction and Development
- Lending and Portfolio Management
- Business Services

EXECUTIVE COMPENSATION

A competitive compensation package will be offered for this at-will executive position. The annual salary range is \$168,626 to \$298,876 with an excellent benefits package which includes a retirement plan through the Los Angeles City Employees' Retirement System (LACERS), as well as an automobile allowance.

The position of General Manager in the Economic and Workforce Development Department is exempt and considered an at-will management position and will not accrue any civil service tenure, contractual employment rights, or due process rights.

TO BE CONSIDERED

Electronic submittals are required. Interested candidates should immediately submit a resume, cover letter, and three work-related references (include name, job title, affiliation, and telephone number) to:

City of Los Angeles Personnel Department
 Attn: Leonard Torres – Executive Recruitment
 Email: per.execsearch@lacity.org

(Note: When e-mailing your application material, the subject line should reflect your Name and the Job Title you are applying for.) Questions may be referred to Leonard Torres at (213) 473-9394 or Art Irigoyen at (213) 473-9134

The filing period may close on Tuesday, October 22, 2019 by 4 p.m. or until sufficient applications are received.

In order to be considered, resumes must include: A description of the size and function of the organizations managed; description of your role in the organization; at least one major professional accomplishment in which you played a key role; and any relevant experiences or unique characteristics which could further qualify you for this position.

Upon submission of the application documents, applicants may be asked to complete a supplemental questionnaire. Only the most qualified candidates will be invited to the next phase of the selection process, which is an interview.

EWDD Mission Statement

To develop, deliver and promote best-in-class economic and workforce development services to generate, sustain and grow individual, business and community prosperity in the City of Los Angeles

The City of Los Angeles is an Equal Employment Opportunity Employer

