CLASS SPECIFICATION
Parks Property & Business Development Manager

FLSA Status: Exempt
Union Representation: Nonrepresented

GENERAL PURPOSE

Under general direction, plans, organizes, directs and evaluates the programs, activities and personnel of the Parks Bureau Property, Acquisition and Contracts Services team; leads bureau-wide strategic initiatives for partnership and business development projects; serves as a member of Parks Bureau leadership team; leverages new private and public investment in support of supplemental funding for the bureau; manages the operations of City-owned properties and facilities; negotiates and manages leases; other duties as assigned.

DISTINGUISHING CHARACTERISTICS

This is single incumbent class is responsible for business development and managing strategic partnerships related to Parks initiatives, as well as overall management and maintenance of a large portfolio of City-owned real properties.

The incumbent negotiates and manages leases of City-owned real property by non-City tenants, and oversees a team responsible for managing and administering City-owned properties and facilities. The Parks Property & Business Development Manager also negotiates and manages a variety of license and partnership agreements with public and private partners, and secures business development opportunities that optimize bureau resources. The incumbent reviews proposed land acquisitions and assesses their alignment with the bureau's overall strategic plan, leveraging property assets to optimize revenue generation and Parks services. This class serves as a member of the Parks Bureau's leadership team, helping the bureau's senior management team set strategic direction and policy. The work of this class requires a high level of leadership, strategic vision and independent decision-making and relationship-building.

Parks Property & Business Development Manager is distinguished from Property Acquisition Manager in that the incumbent is responsible for business development and negotiating and securing partnerships which contribute supplemental funding for the bureau, and oversees a large property services team.

ESSENTIAL DUTIES AND RESPONSIBILITIES

Any one position in this class may not perform all the duties listed below, nor do the listed examples of duties include all similar and related duties that may be assigned to this class.

1. Plans, supervises and evaluates the work of assigned staff; with staff, develops, implements and monitors work plans to achieve division mission, goals and performance measures; participates with the department's manager in developing and monitoring performance against the annual division budget; supervises, participates in developing, recommends and implements plans, policies, systems and procedures applicable to unit responsibilities.
2. Plans and evaluates the performance of assigned management and staff; establishes performance requirements and personal development targets; regularly monitors performance and provides coaching for performance improvement and development; recommends merit increases and other rewards to recognize performance; recommends disciplinary action, up to and including termination, to address performance deficiencies, in accordance with the City Charter, Code, human resources policies and labor contract provisions.
3. Provides leadership and works with staff to create a high performance, service-oriented work environment that supports the City's and bureau's mission, objectives and service expectations; provides leadership and participates in programs and activities that promote workplace diversity and a positive employee relations environment.
4. Negotiates and manages public and private partnerships, business development opportunities and business improvement initiatives that facilitate delivery of bureau and City goals and objectives and ensures long term resource optimization.
5. Directs and participates in the identification of business improvement and business development needs, and ensures they are aligned with bureau objectives; identifies and prioritizes strategies for integration of business improvements, business development and partnership development in the overall bureau planning process; assesses sites for potential revenue generating arrangements, such as addition of vendors or changes to site operations (e.g.: using snack vendors vs. vending machines, internal vs. external janitorial services, etc).
6. Serves on the bureau's leadership team and participates in setting strategic direction and policy for the bureau relating to business development and strategic business improvement initiatives; directs and participates in the analyses and assessment of short- and long-term strategic business development, service, staffing, and operational needs for the bureau; in conjunction with other divisions within the bureau, assesses and participates in the development and implementation of a bureau-wide asset management strategy and business improvement plan for the bureau's services.
7. Participates in the development of the bureau's change management as it relates to implementation of strategic business development initiatives within the bureau; recommends and implements business improvements within the bureau; leverages new private and public investment and other supplemental funding options in support of ongoing bureau fiscal viability.

8. Manages strategic relationships and interactions with other City bureaus, government organizations, businesses, and non-profit organizations; develops and implements systems to facilitate cross-bureau communication and coordination of services.

9. Advises City officials, staff, other agencies, businesses, non-profit organizations, community groups and citizens regarding the delivery of services by the division, and the City's short- and long-term needs and requirements for property, acquisition, contract services, business development, partnership development, and business improvement of other division programs; addresses civic and other groups regarding division activities and programs to explain and promote public understanding of its work.

10. Directs and participates in the development, implementation and administration of programs, policies, procedures and guidelines pertaining to the management, operation, security and maintenance of City-owned real properties.

11. Supervises and directs management and staff engaged in the negotiation of leases, rental agreements, permits and easements for City-owned real properties; administers leases, rental agreements and permits to ensure compliance with terms and conditions.

12. Manages and participates in the acquisition and sale of real property; retains real estate appraisers, reviews property tax and other data sources to determine market value of real property for purchase or sale; advises City officials and managers regarding real property values.

13. Develops asset management strategies that balance the Park Bureau's primary service delivery/ programming needs with using property assets for revenue generation and partnership arrangements that can fund capital improvements.

14. Participates in regional, state and national meetings and conferences; identifies trends and best practices related to division program and operations.

15. Prepares revenue estimates for financial projections.

16. Participates in the development of marketing strategies and special events.

MINIMUM QUALIFICATIONS

Knowledge of:

1. Principles, practices, techniques involved in business development, partnership development.

2. Principles, practices, techniques involved in property management, acquisition and property acquisition and other division programs.

3. Federal, state and local laws, codes, regulations and court decisions applicable to property acquisition, real estate, leases and rental agreements and related programs.

4. Theory, principles, practices and techniques of organizational design and development, public administration, public financing, and long-range planning as they apply to property management, acquisition, contract services, business improvement, business and partnership development, and other related programs.
5. Theory, principles, practices and current trends in the fields of business development, partnership development and property acquisition and management.
6. Integrated service delivery and asset management and optimization.
7. Social, political and environmental issues influencing program/project development and implementation.
8. Research methods and analysis techniques.
9. Principles and practices of effective human resource management and supervision including matrix-based organizational concepts and practices, and change management principles.
10. Principles and practices of sound and persuasive business communication.

Ability to:

1. Analyze and make sound recommendations and decisions on complex management and administrative issues.
2. Translate a broad organizational direction into the planning and organization of the division.
3. Plan, organize and direct the operations of a large, complex program; build and manage a horizontal team responsible for service delivery; develop a strong customer service culture, a diverse and highly skilled workforce, and a healthy and safe work environment;
4. Identify, understand and influence key stakeholders to create a supportive commercial, political and community environment; work with public and private partners and stakeholders to deliver successful programs and capital improvements.
5. Negotiate effectively on behalf of the city, including leases and complex partnership contracts; understand, interpret and explain contractual provisions and contingencies.
6. Reconcile competing and changing demands for limited resources within the context of short and long-term organizational goals, objectives and plans.
7. Manage and coordinate significant organization change and transition effectively and successfully in a large complex organization.
8. Understand, interpret, explain, and apply City policy and procedures.

9. Present reports, proposals, recommendations and presentations clearly, concisely, logically and persuasively in public meetings.
10. Prepare clear, concise and comprehensive correspondence, reports, studies, and other written materials.
11. Develop and apply creative solutions to complex issues, often within a highly charged or sensitive environment.
12. Exercise sound, expert independent judgment and political astuteness within policy guidelines.
13. Establish and maintain effective cooperative and collaborative working relationships and partnerships with elected officials, all levels of City management, other elected and appointed governmental officials, other divisions and bureaus, consultants, contractors, employees, media representatives, community and business groups, and the public.
14. Exercise tact and diplomacy in dealing with sensitive, complex and confidential issues and situations.

Training and Experience:

A typical way of obtaining the knowledge, skills and abilities outlined above is graduation from a four-year college or university with a major in organizational management, public or business administration, or a closely related field; and at least four years of progressively responsible experience administrative or management experience in an organization that delivers serves to a diverse customer base, including experience in business development, partnership development, or change management; or an equivalent combination of training and experience.

Licenses; Certificates; Special Requirements:

A valid state driver's license.

PHYSICAL AND MENTAL DEMANDS

Persons with disabilities may be able to perform the essential duties of this class with reasonable accommodation. Reasonable accommodation will be evaluated on an individual basis and depends, in part, on the specific requirements for the job, the limitations related to disability and the ability of the hiring bureau to accommodate the limitation.

Class History:

Adopted: 06-13-2011