



GAVIN NEWSOM  
GOVERNOR

STATE OF CALIFORNIA  
GOVERNOR'S OFFICE OF BUSINESS AND ECONOMIC DEVELOPMENT (GO-BIZ)

**POSITION DUTY STATEMENT**

<b>Classification Title</b> Staff Services Manager I (Spec)	<b>Unit</b> California Business Investment Services	<b>Name</b>
<b>Working Title</b> Regional Business Development Specialist (Central Coast)	<b>Position Number</b> 373-101-4800-006	<b>Effective Date</b>

<b>GENERAL STATEMENT</b>
<p>The Regional Business Development Specialist will receive direct supervision from the Assistant Deputy Director, of the California Business Investment Services (CalBIS) unit, and general program direction from the Senior Advisor of Business Development &amp; International Trade</p> <p>This position is responsible for the Central Coast Counties, which includes but is not limited to the counties of: San Benito, Santa Barbara, San Luis Obispo, and Monterey; and will back-up/assist with other surrounding counties.</p>

<b>ESSENTIAL FUNCTIONS</b>	
<b>60%</b>	<p>Exercising a high level of technical expertise and independence, manage statewide business development opportunities, presented by domestic and international companies, to establish and/or expand operations creating and/or retaining substantial numbers of California jobs and thereby increasing economic stability within the state. Duties include:</p> <ul style="list-style-type: none"> <li>• Direct the confidential site selection process on behalf of client businesses, evaluating the most suitable communities in the Centra Coast region and assist CalBIS appointed staff with Statewide projects when appropriate for the expansion or retention of business activities and employment opportunities. The process involves meeting with site location consultants, corporate real estate and other high-level business executives, developing a detailed understanding of the client's requirements and applying expertise in matching those requirements with suitable labor markets, real estate, infrastructure, and unique California business opportunities.</li> <li>• Interact with state, federal, and local officials, and private service providers for business development activities; coordinate and lead tours of communities</li> </ul>

	<p>matching client requirements; and advocate on behalf of clients toward the successful creation or retention of jobs. Record all contacts, companies and opportunities in Salesforce, a client relationship management database.</p> <ul style="list-style-type: none"> <li>• Serve as technical expert and recognized authority on the process used by business to evaluate states’ business climate/resources, markets, and communities for both the expansion of operations or relocation of operations from the Centra Coast region and assist CalBIS appointed staff with Statewide projects when appropriate.</li> <li>• Serve as a technical expert and on the full array of business assistance programs and incentives including those offered by the Employment Development Department (EDD), Workforce Investment Boards, Community Colleges, Employment Training Panel, California Infrastructure and Economic Development Bank, Franchise Tax Board, California Department of Tax and Fee Administration, Housing and Community Development, U.S. Department of Housing and Urban Development, U.S. Department of Agriculture, investor and municipally-owned utilities, Small Business Administration, Treasurer’s Office, United States Department of Commerce, California Integrated Waste Management Board, and local communities. Coordinate with colleagues and partners to align opportunities across stakeholder activities.</li> <li>• Oversee the research, analysis, preparation and presentation of highly complex and sensitive statewide business expansion and retention proposals to client companies. Direct the involvement of external experts in presenting business opportunities, programs, and services. Lead interaction, on behalf of the Governor’s Office, GO-Biz and the State of California, with high-level business executives considering new or expanded business activity, or re-location of operations from the Centra Coast region and assist CalBIS appointed staff with Statewide projects when appropriate.</li> <li>• Regularly advise the Director, the Chief Deputy Director, the Senior Advisor of Business Development &amp; International Trade, and the Governor’s Office on business climate issues and factors influencing companies’ decisions to invest in California and create new jobs. This involves staging weekly conference calls, preparation of monthly reports and briefings as appropriate.</li> </ul>
<p style="text-align: center;"><b>25%</b></p>	<p>Showcase the assets and attributes of California’s business climate to corporate real estate executives, site location consultants, and other high-level business professionals. Duties will include:</p> <ul style="list-style-type: none"> <li>• Participating in targeted marketing and promotional efforts.</li> <li>• Participating in events, conferences, missions and tradeshow with statewide organizations; regional marketing organizations; and, local economic development corporations with a vested interest in the economy and job retention/creation.</li> </ul>
<p style="text-align: center;"><b>10%</b></p>	<p>Independently develop and execute a strategy to connect California businesses with full range of services provided by the GO-Biz. Duties include:</p> <ul style="list-style-type: none"> <li>• Liaison with national, state, and regional employer organizations in an effort to educate California businesses on federal, state and local incentives and services.</li> </ul>

	<ul style="list-style-type: none"> <li>Expand and enhance the reach of GO-Biz to the business community by creating a linkage to relationships developed with employer organizations and the broader economic development community in California.</li> </ul>
5%	Other duties as assigned.

<b>SUPERVISION EXERCISED</b>
None.

<b>SUPERVISION RECEIVED</b>
This position receives direct supervision from the Assistant Deputy Director of the CalBIS unit and general program direction from the Senior Advisor for Business Development and International Trade.

<b>PUBLIC AND INTERNAL CONTACTS</b>
During the course of work, the incumbent has regular contact with, governmental agencies, high-level members of domestic/international business and economic development communities, private citizens and appointed and elected officials. These contacts require a high degree of sensitivity and an awareness of the functions and protocols, and interrelations of various government and private organizations.

<b>INITIATIVE AND INDEPENDENCE OF ACTION</b>
The position requires a high degree of creativity and initiative in finding solutions to non-routine problems. It requires proper judgment and accurate assessment of the significance of situations and activities. It requires the accurate setting of priorities, and good time management to ensure completion of work activities within specific time frames.

<b>CONSEQUENCE OF ERROR</b>
This is a high-profile position for GO-Biz. Error, poor judgment, and the lack of professionalism could result in the loss of significant economic development and job creation in California.

<b>CERTIFICATION</b>
This duty statement fairly represents actual responsibilities, duties performed and reporting relationship of the position. If any aspect of this statement is substantially changed, a new statement will be prepared and submitted to the Personnel Office.
I have read and understand the duties listed above and can perform them either with or without reasonable accommodation. Reasonable accommodation needs should be discussed with your hiring supervisor. If you are unsure whether you require reasonable accommodation, please inform your supervisor who will discuss your concerns with the Reasonable Accommodation Coordinator.

**Employee Signature:**

<b>Staff Services Manager I (Specialist)</b>	<b>Date</b>

**Employee's Printed Name:**

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**Supervisor's Signature:**

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<b>Assistant Deputy Director, California Business Investment Services</b>	<b>Date</b>
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**Supervisor's Printed Name:**

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**DESIRED KNOWLEDGE AND ABILITIES:**

Knowledge of:

- Economic development strategies, organizational management, human resources, business financing, business taxation, environmental regulations, local government finance, and commercial/industrial real estate development.
- Federal, state and local programs applicable to business and job development.
- Principles of consensus building and strategies for directing highly sensitive business development projects.
- Statewide workforce and economic development trends and issues.
- Techniques used in researching and analyzing business development opportunities.
- Principles and practices of program management.

Ability to:

- Work independently with only general oversight.
- Develop policy, conduct and implement strategic planning, and evaluate programs.
- Write reports, proposals, and analyses.
- Work cooperatively and in coordination with other staff, state and federal agencies, and local organizations.
- Plan and conduct meetings, conferences and seminars, and make presentations at public events.
- Assume responsibility for complex, sensitive consulting projects of a multi-issue, multi-jurisdictional, highly regulated or environmentally sensitive nature.