

**JOB DESCRIPTION**  
**Director of New Business Development**  
**Code Number: 02014**

**GENERAL PURPOSE**

Under policy direction, plans, organizes, directs and implements comprehensive District-wide new business programs; provides expert professional assistance and guidance to District management on new business/tract development matters; and performs related duties as assigned.

**DISTINGUISHING CHARACTERISTICS**

The Director of New Business Development is a single position class responsible for managing and integrating District-wide programs and services intended to build the image of the District as an innovative, responsive, cost effective water utility. The incumbent shares responsibility with other District executives and managers to communicate the District's awareness of and sensitivity to the role it plays in the economic well-being and quality of life throughout its service area. Assignments are broad in scope and allow for a high degree of administrative discretion in their execution.

**ESSENTIAL DUTIES AND RESPONSIBILITIES**

*The duties listed below are intended only as illustrations of the various types of work that may be performed. The omission of specific statements of duties does not exclude them from the position if the work is similar, related or a logical assignment to this class.*

Plans, organizes, controls, integrates and evaluates the work of the New Business Development department; with subordinate managers, develops, implements and monitors long-term plans, goals and objectives focused on achieving the department's mission and assigned priorities; participates in the development of and monitors performance against the department's annual budget; manages and directs the development, implementation and evaluation of plans, policies, systems and procedures to achieve annual goals, objectives and work standards.

Plans and evaluates the performance of managers and their assigned staffs; establishes performance requirements and personal development targets; regularly monitors performance and provides coaching for performance improvement and development; provides compensation and other rewards to recognize performance; takes disciplinary action, up to and including termination, to address performance deficiencies, in accordance with the District's personnel rules, policies and labor contract provisions.

Provides leadership and works with division managers to develop and retain highly competent, customer service-oriented staff through selection, compensation, training and day-to-day management practices that support the District's mission, strategic plan, objectives and values.

Develops and directs the implementation of goals, objectives, policies and standards for the New Business Development department; provides professional assistance to District management, the District board and other departments on new business/tract development matters.

Directs and/or directly participates in the development, modification, or updating of District Rules and Regulations, Ordinances, Fee Studies and Special Studies as they apply to the New Business Development Department.

Directs through subordinate managers the activities of the New Business division, performing a range of services to property owners and developers in preparing plans of service, coordinating review of developer plans, developing tract agreements, calculating and collecting fees in accordance with District Water and Sewer Rules and Regulations and releasing parcels for occupancy.

Meets with development interests on "high-profile" and large scale projects which may significantly impact District infrastructure development; exhibits a degree of discernment in discussions with developers, applying District policy and rules and regulations to the specific project.

Coordinates or oversees the coordination of development projects through the District's plan approval process; facilitates the resolution of problems in the approval process; makes calculations of capacities, fees and charges; drafts non-standard tract agreements; interprets and explains Water and Sewer Rules and Regulations and their implications for developer projects; negotiates fees and charges for service connections; authorizes construction orders for approved projects; assists in closing of projects and collection of unpaid fees owed by developers.

Monitors trends and developments in areas of responsibility; analyzes proposed state and federal law, regulations and court decisions for their impact on District practices and operations; recommends and implements policy and procedure changes consistent with requirements; directs research and analysis of District and customer needs within areas of responsibility, recommends appropriate actions and implements programs.

Participates in performing the annual Stand-by Fee study and other water and sewer rate analyses.

Administers service agreements for assessment and community facilities districts.

Represents the District in meetings with developer, professional and community organizations; takes proactive steps to build positive relationships with property owners, developers and others seeking to promote growth in the District's service area.

Effectively prepares for and represents the District at District Board meetings on issues related to the New Business Development area of responsibility or other issues as necessary.

Performs related duties as assigned.

### **BALDRIGE RELATED DUTIES**

Applies Malcolm Baldrige principles in the deployment of branch and department business plans, processes and performance measures, ensuring that they align with District's Strategies and Operational Plans.

Participates in organizational performance assessments and the system of continuous improvements and effectively integrates and evaluates the linkages between the District's key value creation and support processes and related key performance indices.

Ensures effectiveness of the business processes undertaken by the division, department, or branch.

Defines customer service segments being served and establishes processes to obtain feedback to improve performance.

Develops, maintains, and utilizes departmental performance indicators in making decisions; establishes performance criteria for assigned staff; ensures a thorough

understanding of the Strategic Planning Cycle with each individual's responsibility associated with the cycle.

The incumbent, while exercising his/her authority, shall abide by and promote the District's values and beliefs and adhere to the District's ethics policy.

## **DESIRED MINIMUM QUALIFICATIONS**

### **Knowledge of:**

District water, sewer, and recycled water rules and regulations; policies, procedures and practices applicable to the review and approval of water, sewer and recycled water service plans for developer projects; principles, practices and terminology pertaining to land development, construction and water and sewer utility operations; principles and practices of Civil Engineering for land development and water, sewer and recycled water systems; principles and practices in accounting for collection and refund of fees, charges and allowances associated with development projects; principles and practices of contract law; highly effective business communications and correct English usage; District functions and operations and associated new business issues; principles and practices of public administration, including budgeting, purchasing and maintenance of public records; federal, state and local laws, regulations and court decisions applicable to assigned areas of responsibility; research methods and analysis techniques; organization and functions of a public board; principles and practices of effective management and supervision; District personnel rules, policies and labor contract provisions.

### **Ability to:**

Analyze and make sound recommendations on complex new business issues and strategies; plan and direct a broad range of programs and services directed to building and maintaining the District's image in the community and with key stakeholders; understand, interpret, explain and apply District, state, and federal policy, law, regulation and court decisions governing areas of responsibility; understand, interpret and explain land development and principles and practices of water, sewer and recycled water system design; present proposals and recommendations clearly and logically in public meetings; represent the District effectively in public settings; evaluate new business practices and programs and make sound recommendations for improvement; develop and implement appropriate procedures and controls; prepare clear, concise and comprehensive correspondence, reports,

agreements, studies and other written materials; exercise sound, expert independent judgment within general policy guidelines; establish and maintain effective working relationships with all levels of District management, other governmental officials, developers, employees and the public; exercise tact and diplomacy in dealing with sensitive, complex and confidential issues and situations.

## **Baldrige Based Knowledge and Abilities**

### **Knowledge of:**

The Core Values, Concepts, and Framework of the Malcolm Baldrige National Quality Criteria, including the principles of management by fact, and organizational and personal learning; the means of developing alignment between strategic goals and individual performance standards; practices of process mapping (control); practices of structured problem solving; the Strategic Planning Cycle and the various responsibilities within that cycle.

### **Ability to:**

Develop a systems perspective for managing department operations and its key processes to achieve results; to use the seven Baldrige Categories and the Core Values as building blocks for department operations; define and explain key processes and business requirements within the department; develop and deploy strategic plan elements and key performance measures consistent with District goals; develop and maintain continuous improvement in all areas of operations; develop and monitor performance standards for all divisions within the department; ensure department goals and objectives are aligned with other departments, branches, and the District as a whole; track and monitor department performance; and make sound decisions based on departmental performance indicators.

### **Training and Experience:**

A typical way of obtaining the knowledge, skills and abilities outlined above is graduation from accredited college or university with a bachelor's degree in business or public administration, finance, engineering or a closely related field; and at least ten years of progressively responsible new business experience including land development projects, and water, sewer and recycled water system design and construction, at least five of which were in a management capacity; or an equivalent combination of training and experience. Experience in the development services of a governmental or public utility setting is preferred.

## **Certificates; Licenses; Special Requirements:**

A certificate of registration as a Professional Engineer issued by the State of California.

## **PHYSICAL AND MENTAL DEMANDS**

*The physical and mental demands described here are representative of those that must be met by employees to successfully perform the essential functions of this class. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.*

### **Physical Demands**

While performing the duties of this class, an employee is regularly required to sit; talk or hear, in person, in meetings and by telephone; use hands to finger, handle, feel or operate standard office equipment; and reach with hands and arms. The employee is frequently required to walk and stand.

Specific vision abilities required by this job include close vision and the ability to adjust focus.

### **Mental Demands**

While performing the duties of this class, the employee is regularly required to use written and oral communication skills; read and interpret complex data, information and documents; analyze and solve problems; observe and interpret people and situations; use math and mathematical reasoning; learn and apply new information or skills; perform highly detailed work on multiple, concurrent tasks with constant interruptions; and interact with District management, other governmental officials, developers and property owners, employees and the public.

## **WORK ENVIRONMENT**

*The work environment characteristics described here are representative of those an employee encounters while performing the essential functions of this class. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.*

The employee works under typical office conditions, and the noise level is usually quiet.

**FLSA DETERMINATION:** Meets executive exemption from overtime.