



THE CITY OF

SAN FERNANDO

INVITES APPLICATIONS FOR THE POSITION OF

DEPUTY CITY MANAGER/ ECONOMIC DEVELOPMENT

APPLICATION DEADLINE: APPLY IMMEDIATELY - OPEN UNTIL FILLED
FIRST APPLICATION REVIEW: TUESDAY, NOVEMBER 4, 2025



THE COMMUNITY

The City of San Fernando is located in the northeast section of the San Fernando Valley at the southern foot of the San Gabriel Mountains, approximately 23 miles North of Downtown Los Angeles. This compact community of 2.4 square miles and 25,000 residents is completely surrounded by the City of Los Angeles, including the nearby communities of Sylmar, Mission Hills and Pacoima.

As you enter the City of San Fernando along picturesque, palm-lined Brand Boulevard, you discover a community rich in California history dating back almost two centuries. Named in honor of a Spanish Saint/King, San Fernando was settled long before the rest of Los Angeles' Northeast Valley. In 1874, San Fernando became the valley's first organized community, thus earning the title "First City of the Valley." The City grew out of the ranching activities surrounding Mission de San Fernando Rey, whose graceful porticoes still stand today.

San Fernando enjoys a sweeping view of the panoramic San Gabriel foothills and a sense of privacy; yet it is only minutes away from Downtown Los Angeles and other centers of commercial activity, thanks to a network of freeways, with easy access to Interstate 5 Freeway (I-5), State Route 118 (SR-118), Interstate 210 Freeway (I-210), and nearby Burbank and Whiteman airports. The City combines modern metropolitan conveniences with a close-knit community of friendly, civic-minded residents.



THE ORGANIZATION

The City of San Fernando was incorporated in 1911 and is organized according to the City Council/City Manager form of government with seven full service departments, including City Manager's Office, Administrative Services, City Clerk, Community Development, Police, Public Works, and Recreation and Community Services. Fire and emergency medical services are provided through a contract with the City of Los Angeles. The City employs approximately 146 full-time equivalent employees from a total Adopted Budget for fiscal year 2025-2026 of \$56.2 million, which includes a General Fund budget of \$28.8 million.

The City is governed by a five-member City Council who serve overlapping four-year terms, with a Mayor appointed every year, on a rotating basis, by a majority vote of the City Council.



OPPORTUNITIES

The City of San Fernando demonstrated financial resiliency throughout the COVID-19 pandemic and is very well positioned to implement the City Council's vision and Strategic Goals, which includes an emphasis on Economic Development and elevating San Fernando by cultivating a strong local economy. The Deputy City Manager/Economic Development is a position uniquely established that will have the opportunity to be part of nurturing a blossoming community by:

- Developing a Downtown Master Plan through a robust community outreach effort to lay out a vision for the City's historic downtown and serve as a roadmap to stimulate activity in the pedestrian focused downtown area.
- Creating business support and beautification programs using the City's ARPA and CDBG funds.
- Working closely with the San Fernando Chamber of Commerce, San Fernando Mall Association, commercial property owners, and other stakeholder groups to propose and develop creative and innovative partnerships.
- Supporting various City Council Ad Hoc Committees formed to work with staff to move forward with initiatives on Homelessness, Beautification, Green City, Vision and Strategic Planning, Metro Light Rail, Public Safety, Safe and Active Streets, and ARPA Programs.
- Being a key member of the management team and support all City Departments to Elevate San Fernando!

The City Council has demonstrated their commitment to Economic Development by including funding for all of these efforts in the FY 2025-2026 Budget!

THE DEPARTMENT

The Deputy City Manager/Economic Development serves as a key member of the Executive Team and the City Manager's Office. The mission of the City Manager's Office is to enhance the quality of life in the San Fernando community by implementing City Council policies, developing and maintaining responsive City programs and services within approved budgetary guidelines, providing leadership and motivation to City staff, maintaining and planning for fiscal integrity, and initiating and continuing strong relationships with local and regional businesses and governmental agencies.

The Department is responsible for managing day-to-day operations of the City, including, but not limited to, facilitating quality City service delivery to internal and external customers, coordinating inter-departmental cooperation, recruiting and retaining talented staff, and setting overall fiscal and economic policy.

The Department includes the City Manager's Office, Economic Development, the Business and Community Resource Center, and management of the City Attorney, Labor Attorney, and Fire Services contracts. Including the City Manager, the Department has a dedicated staff of six highly experienced and knowledgeable employees.

THE POSITION

Under limited direction of the City Manager, the Deputy City Manager/Economic Development is an executive management position that manages the City's economic development projects and program activities and provides administrative support to the City Manager, City Council and Department Heads. The Deputy City Manager/Economic Development is responsible for:

- Providing expert professional assistance to the City Manager on a wide variety of economic development issues and opportunities; and working with local governmental and private developers on projects integrating transportation, housing, entertainment and retail.
- Directing and overseeing initiatives to retain and attract quality businesses that provide job opportunities and expand or diversify the City's tax base; and working with Community Development, Public Works, other City departments and outside agencies to provide incentives and facilitate consideration and approval of new and industrial development projects.
- Representing the City at both public and private meetings with development professionals, elected and appointed officials and citizens groups; performing community outreach, consensus building and marketing of large complex projects; and scheduling and facilitating meetings with stakeholders and related groups.
- Coordinating activities with other departments and outside agencies and organizations, as assigned; providing staff assistance to the City Manager and City Council; conducting research, performing analysis, and preparing and presenting staff reports and other necessary correspondence; and assisting with management review of City Council agenda items.
- Serving as the City's Ombudsman to the business community, coordinating with developers, business and property owners to enhance commercial opportunities within the City.
- Providing professional comprehensive analytical assistance to the City Manager regarding citywide issues, programs, goals and objectives, and/or operations; and ensuring materials are accurate, complete, and in compliance with City standards, policies and procedures. Supervising the Business and Community Resource Center to support Economic Development, small business entrepreneurship, and community-based services.
- Performing studies regarding underutilized properties for future purchase, lease or development.

IDEAL CANDIDATE

The ideal candidate for this position will possess the following characteristics:

- Excellent analytical and customer service skills.
- Strong writing and presentation skills.
- Ability to maintain open communication with staff, City officials, residents, businesses, and property owners to work cooperatively toward achieving the goals of the City.
- Strong interpersonal skills and ability to effectively guide and inspire others.
- Proven track record in municipal project management.
- Honest and ethical, and demonstrates the highest standards of professional conduct.

QUALIFICATIONS

A typical way of obtaining the knowledge, skills and abilities outlined above is graduation from an accredited four-year college or university with a major in urban planning, public administration, business administration or a closely related field; and at least five years of progressively responsible experience in a municipal economic development dept., redevelopment agency, and/or economic development corporation is required. A master's degree in planning, business administration or public administration is preferred.



THE COMPENSATION

Salary is dependent upon qualifications with a current annual salary range of \$194,304 - \$236,184 plus generous benefits including:

RETIREMENT Public Employees' Retirement System (PERS) 2% at 55 for Classic members, 2% @ 62 for PEPPA members, and the City participates in the Social Security Program.

INSURANCE As part of a full flex Cafeteria Plan, employee receives a monthly flex dollar allowance (\$1,156.79 Single; \$1,994.28 Two Party; and \$2,680.09 Family; \$210 Opt Out) to apply toward Medical, Dental and Vision benefits offered through the City's insurance plans for employee and eligible dependents. The City pays for Long Term Disability Insurance, and \$50,000 term/AD&D Life Insurance Policy for employee. Additional voluntary purchase is available with no medical questions asked.

ANNUAL LEAVE 20 to 30 days per year (depending on length of service).

MANAGEMENT LEAVE 15 days per year (prorated first year).

HOLIDAYS 13 days per year.

LONGEVITY 3% above base monthly salary upon completion of 10 years of continuous service; additional 1% on completion of 20 years; additional 1% on completion of 30 years.

AUTOMOBILE ALLOWANCE \$400 per month.

BILINGUAL BONUS \$100 per month upon passing bilingual (Spanish language) exam.

DEFERRED COMPENSATION ICMA-RC 457, ROTH/IRA Programs available. Enrollment is voluntary.

TUITION REIMBURSEMENT Up to \$3,000 per fiscal year for approved courses.

WELLNESS REIMBURSEMENT Up to \$750 per fiscal year for wellness expenses.

WORK SCHEDULE 9/80 or 5/8 schedule is available.

HOW TO APPLY

DOWNLOAD AN APPLICATION

Visit [SFCITY.ORG/Hiring-Now](https://www.sfcity.org/Hiring-Now) or scan the QR Code.



FILING DEADLINE

Open until filled

FOR FIRST CONSIDERATION, APPLY BY

Tuesday, November 4, 2025, at 5 pm

SUBMIT COVER LETTER, APPLICATION, & RESUME

City of San Fernando Human Resources Division
117 Macniel Street, San Fernando, CA 91340

QUESTIONS?

Sergio Ibarra, Human Resources & Risk Manager
(818) 898-1239 | HumanResources@sfcity.org

Following the closing date, materials will be screened according to qualifications. The most qualified candidates will be invited to in-person interviews with the City. Candidates will be advised of the status of the recruitment following final candidate selection.

The City will make reasonable accommodations in the interview process for disabled applicants. Applicants with special needs must contact the Personnel Division prior to the filing deadline. In compliance with the Immigration Reform & Control Act of 1986, all new employees must verify identity and entitlement to work in the United States by providing required documentation. All employment offers are conditional based upon the successful completion of a medical examination and drug screen performed by the City's designated physician, at City expense.

The City of San Fernando does not discriminate on the basis of race, color, national origin, sex, sexual orientation, religion, and handicapped status in employment or the provision of services. The provisions in this bulletin do not constitute a contract, expressed or implied, and any provisions contained herein may be modified or revoked without notice.

POSTED: 10/21/25