



**DRAFT –
PROPOSED**

Cannabis Program Director Classification Specification

JOB SUMMARY:

Under administrative direction of the Board of Supervisors, directs, plans, organizes, and supervises all functions and operations of the **Cannabis Program Department**, which includes policy development and implementation, program and project planning, implementation and evaluation, and the administrative, fiscal and personnel management of the department. Performs other duties as assigned.

DISTINGUISHING CHARACTERISTICS:

This at-will, department head class is appointed by and reports to the Board of Supervisors and is responsible for the direction and management of the County's Cannabis Program and all associated operations through subordinate staff including planning, organizing and directing the operations of the department. Incumbent is delegated the authority to carry out the necessary steps to manage the County's Cannabis Program, including evaluating the permitting/licensing of cannabis locations based on policies, regulations and guidelines. The incumbent is accountable for planning and accomplishing the long and short-term strategies, operational goals and objectives, and for furthering County goals and objectives within general policy guidelines.

This classification is distinguished from the Cannabis Program Manager by the Director's responsibility for the overall direction of the Cannabis program and functioning of the department.

This position operates with considerable autonomy requiring a high level of initiative, judgment, discretion and the ability to make independent decisions in recommending, implementing and administering the operations of the Cannabis Program and the department. Successful performance of the work requires advanced knowledge of public policy, County functions and activities, and the ability to develop, oversee, and implement projects and programs in a variety of areas.

SUPERVISION EXERCISED:

Exercises management level direct and indirect supervision over subordinate supervisors and professional staff.

EXAMPLES OF DUTIES AND ESSENTIAL JOB FUNCTIONS:

(Duties may include but are not limited to the following)

- Plan, organize, implement, direct, evaluate and supervise the operations, activities and staff of the County's Cannabis program.
- Develop and direct the preparation of the annual operating budget for the department; work with departmental representatives, and vendors to establish budget estimates for new and existing services; monitor and administer approved budget.
- Serve as the principal program and policy advisor regarding the design, development and implementation of policies, procedures and systems to implement and maintain the cannabis program.
- Carry out supervisory/managerial responsibility in accordance with policies, procedures and applicable laws including: interviewing, hiring and training, planning, assigning and directing work; appraising performance; rewarding and disciplining employees; addressing complaints and resolving problems.
- Identify and implement strategic, short and long-range planning and programmatic framework to achieve Cannabis Program goals.
- Create and/or adopt policies, procedures, rules, regulations, or fees necessary to implement and support the Cannabis Program.
- Develop qualitative and quantitative measures to monitor, ensure, and evaluate the Cannabis Program.
- Provide analysis, evaluation and recommendations to the Board of Supervisors and State governing bodies on the status of the Cannabis Program.
- Work closely with Board of Supervisors, CEO, County Counsel and others to ensure the Board's cannabis priorities are appropriately communicated and implemented.
- Create an annual action plan and identify continuous improvement recommendations for the overall plan.
- Act as liaison to and build strong relationships with County officials and departments and the cannabis community, including non-profits, and businesses, as well as entrepreneurial and civic/community groups to maximize public safety.

- Perform various public relations activities, which may include development of promotional materials and press releases, guides education and outreach activities.
- Develop, communicate, and monitor policies, procedures, and standards for the department; recommend improvement when necessary.
- Review operating policies, procedures, and techniques to determine effectiveness.
- Coordinate activities of the department with other County departments and outside agencies.
- Confer with management to keep them informed on key issues and progress toward objectives and to gain their support and approval; makes recommendations to assist management in making needed improvements.
- Represent the County and the department in meetings with representatives of governmental agencies, professional and business organizations, employee organizations, and the public.
- Participate in, and serve as a member of, a variety of committees and groups.
- Perform other related duties as assigned.

MATERIAL AND EQUIPMENT USED:

- Computer
- Standard Office Equipment
- Vehicle

MINIMUM QUALIFICATIONS REQUIRED

Education and Experience:

A Bachelor's degree or equivalent from an accredited college or university with major coursework in political science, public or business administration, public policy, land use planning, environmental studies, or a related field/subject; and six (6) years of experience in public policy and administration.

Or, an equivalent combination of directly related education, experience and training that provides the required knowledge, skills, and abilities.

Licenses and Certifications:

Valid Driver's License

KNOWLEDGE, SKILLS, AND ABILITIES

Knowledge of:

- Principles and practices of public administration, public policy, public information, business, government regulation and resources.
- Principles of planning, including the general plan, zoning, and design review.
- Functions and relationships between private and public sector groups in the community.
- State and local policies, codes, laws, rules, and regulations relating to cannabis cultivation and the Mendocino County Cannabis Program.
- Federal, State and local land-use regulatory agencies.
- Land-use planning principles, practices, and trends at the local level, and California Environmental Quality Act (CEQA).
- Modern business development and marketing strategies.
- Applicable state, federal and local ordinances, laws, rules and regulations.
- Modern administrative principles and methods, including goal setting, program development, implementation and administration, client-focused service delivery systems, program development, implementation and evaluation.
- Modern principles and practices of staff administration in the public sector necessary to select, direct, supervise, train, and evaluate a diverse, multidisciplinary staff through subordinate managers; effective training models and staff development practices.
- Organizational and management practices as applied to the analysis and evaluation of programs, policies and operational needs.
- Financial and legal requirements applicable to the work including budgetary principles and procedures.
- Proper English usage and grammar; standard business arithmetic, including percentages and decimals.
- All computer applications and hardware related to performance of the essential functions of the job.

Skill in:

- Long-range systems planning and needs forecasting in all aspects of the department.
- Applying principles of leadership, motivation, team building and conflict resolution.
- Developing, evaluating, implementing and interpreting goals, objectives, policies, procedures, work standards and internal controls.
- Analyzing complex problems, evaluating alternatives and making creative recommendations.
- Researching, compiling, interpreting and summarizing a variety of informational and statistical data and materials.
- Organizing work, setting priorities, meeting critical deadlines, and following up assignments with a minimum of direction.
- Exercising tact, discretion, and sound independent judgment within established policy guidelines and legal constraints.
- Advanced interpersonal skills to provide effective leadership to subordinate staff and to develop cooperative working relationships with employees, senior management, elected officials, and outside agencies.
- Preparing clear and concise reports, correspondence and other written materials.
- Communicating and presenting ideas and information effectively, both orally and in writing, with or to staff, other County departments, the media and the public at large.

Mental and Physical Abilities:

- Interpret and apply complex cannabis state and local policies, laws, rules, and regulations.
- Analyze problems and identify alternative solutions, project consequences of license actions and implement recommendations in support of goals.
- Negotiate difficult, highly technical and/or complicated transactions.
- Follow and identify legislation on recreational cannabis usage; stay abreast of medical findings regarding cannabis usage.
- Evaluate departmental programs, policies and procedures; research, analyze and evaluate new service delivery methods and techniques; identify and implement improvements.
- Advocate for the County's interests at other levels of government.
- Manage competing interests while ensuring the health and safety of the general public.
- Represent the department and County effectively in meetings including making effective presentations to and facilitating groups.
- Speak effectively before groups and organizations and have the poise and tact to answer questions and handle sensitive and confidential matters with public entities and the media.
- Exercise initiative, ingenuity and sound independent judgment when making decisions within general policy guidelines.
- Read, interpret, apply, explain and gain compliance with related laws, ordinances, rules, regulations, policies, etc.
- Respond to stressful and sensitive situations in a professional and confidential manner.
- Establish and maintain cooperative and effective working relationships with members of the general public, other County departments, and State and Federal agencies, etc.
- Write, prepare and present clear, concise and well organized written reports, manuals and procedures of a technical nature.
- Understand and carry out written and oral instructions, giving close attention to detail and accuracy.
- Define problems, collect data, establish facts and draw valid conclusions.
- Deal constructively and effectively with conflict and develop resolutions.
- Apply concepts such as fractions, percentages, ratios and proportions to practical situations.
- While performing the essential functions of this job, the incumbent is regularly required to: stand, walk; sit; use hands to finger, handle, or feel objects; reach with hands and arms; speak and hear; and push, pull, move, or lift above and below the neck objects weighing up to 15 pounds.

Working Conditions:

Work is performed in a normal office environment with little exposure to outdoor temperatures or dirt and dust. The incumbent's working conditions are typically moderately quiet, but may be loud at times and at some locations.

Incumbents may be required to work weekends, special events, on-call, or outside of normal work schedule.

Incumbents who drive on County business to carry out job-related duties must possess and maintain a valid California driver's license upon hire for the class of vehicle driven and meet automobile insurability requirements of the County.

Disaster Service Worker - Pursuant to California Government Code Section 3100-3109, all public employees are declared disaster service workers subject to disaster service activities as may be assigned to them in the event of fire, flood, earthquake, or other natural or man-made disaster.

ADDITIONAL INFORMATION:

This class specification should not be interpreted as all-inclusive. It is intended to identify the essential functions and requirements of this job. Incumbents may be requested to perform job-related responsibilities and tasks other than those stated in this specification. Any essential function or requirement of this class will be evaluated as necessary should an incumbent/applicant be unable to perform the function or requirement due to a disability as defined by the Americans with Disabilities Act (ADA). Reasonable accommodation for the specific disability will be made for the incumbent/applicant when possible.

CLASS TITLE: Cannabis Program Director

CLASS CODE:

DEPARTMENT: Cannabis Program

REPORTS TO: Board of Supervisors

FLSA STATUS: Exempt

CIVIL SERVICE: Exempt – At-Will

BARGAINING UNIT: Department Head

ADOPTED:

History Notes: