

**JOB TITLE:** Director of Economic and Cultural Placemaking

**DEPARTMENT:** Community Development, Town of Rocky Mount

**FLSA STATUS:** Exempt - Salary

**JOB SUMMARY:** This position is responsible for planning, organizing, and directing the delivery of the town's economic and cultural development initiatives. The incumbent also works with the Assistant Town Manager in recruiting businesses to the Town of Rocky Mount and creating and curating a comprehensive cultural program to elevate the local economy through active placemaking.

**MAJOR DUTIES:**

- Oversees the sustainable and successful operation of the Harvester Performance Center through effective planning and leadership of staff resulting in a net positive economic impact to the Town.
- Directs and participates in the town's economic development activities; develops and promotes improvements, recruitment, expansion, and retention of businesses, neighborhood development, , quality of place amenities, tourism, and effective community leaders.
- Focuses on recruiting, expanding, assisting, and retaining small and medium size businesses; assists the Assistant Town Manager in recruiting large industrial or other business prospects as needed.
- Manages inventory of available properties and works with allied public agencies and elected officials in formulating competitive recruitment efforts for the utilization of those properties.
- Books and manages significant cultural events, working with other departments to curate and delivery performing and visual arts events, shows and similar actives that leverage the Town's uptown/downtown assets and unique cultural heritage resources
- Oversees usage and staffing of the Rocky Mount Farmers Market and the Community & Hospitality Center.
- Writes and administers various grants to promote economic and cultural development activities through funding partners including the Virginia Tobacco Indemnification Commission, Virginia Department of Housing and Community Development, , Virginia Commission of the Arts, Virginia Tourism, National Endowment for the Arts, and other philanthropic partners to leverage funds for economic and cultural development.
- Attends meetings, serves on committees and in professional organizations, makes speeches.

- Performs other related duties as assigned.

**KNOWLEDGE REQUIRED BY THE POSITION:**

- Knowledge of the principles and practices of public and business administration.
- Knowledge of the principles of budgeting.
- Knowledge of the means and methods of complex event planning.
- Understands and deploys placemaking economic and community development strategies
- Knowledge of the principles and practices of community and economic development.
- Knowledge of the town's demographic and economic profiles, including its economic base, including its regional place at the intersection of the Virginia Piedmont and Blue Ridge regions
- Ability to deliver unparalleled customer service and direct staff and volunteers at the same
- Skill in analyzing data and making decisions.
- Skill in establishing priorities and organizing work.
- Skill in management and supervising the work of others.
- Skill in developing short and long-range plans.
- Skill in public and interpersonal relations.
- Skill in oral and written communication.

**SUPERVISORY CONTROLS:** The Assistant Town Manager assigns work in terms of town and department goals and objectives. The supervisor reviews work through conferences, reports, and observation of department and government activities. Goals and objectives are broad and strategic in nature and the incumbent is expected to translate strategic goals into tactical actions.

**GUIDELINES:** Guidelines include Town and department policies and procedures, the Town budget, Town codes and ordinances, relevant federal and state laws and regulations, Comprehensive Plan, and various reports and studies. These guidelines require judgment, selection, and interpretation in application.

**COMPLEXITY:** The work consists of varied managerial and community and economic development duties. Numerous interruptions and deadlines contribute to the complexity of the

## Economic and Cultural Development Director, Community Development

Page 3

work.

**SCOPE AND EFFECT:** The purpose of this position is to provide administrative, supervisory, analytical, and cultural/economic development support to the town government. Successful performance in this position develops, improves, and expands the community and economic base of the town.

**PERSONAL CONTACTS:** Contacts are typically with department heads, co-workers, other town employees, business owners, property owners, engineers, architects, developers, attorneys, consultants, home owners, prospective business buyers, real estate agents, and the general public.

**PURPOSE OF CONTACTS:** Contacts are typically to give and exchange information, resolve problems, provide services, and negotiate matters.

**PHYSICAL DEMANDS:** The work is typically performed while sitting, standing, walking or stooping. The employee occasionally lifts light and heavy objects, climbs ladders, use tools or equipment requiring a high degree of dexterity, and must be able to distinguish between shades of color.

**WORK ENVIRONMENT:** The work is typically performed in an office and outdoors. The employee may be exposed to noise, dust, dirt, irritating chemicals, and inclement weather. The work may require the use of protective devices such as masks, goggles, gloves, hearing protection, etc.

**SUPERVISORY AND MANAGEMENT RESPONSIBILITY:** This position has direct supervision over the Harvester Performance Center staff, including General Manager, Assistant General Manager, Operations Director, Lead Technician, contract and part-time staff. Receives administrative support from Community Development Administrative Assistant.

### MINIMUM QUALIFICATIONS:

- o Knowledge and level of competency commonly associated with the completion of a baccalaureate degree in a course of study related to the occupational field.
- o Experience sufficient to thoroughly understand the diverse objectives and functions of the subunits in the division/department in order to direct and coordinate work within the division/department, usually interpreted to require three to five years of related experience.
- o Possession of or ability to readily obtain a valid driver's license issued by the State of Virginia for the type of vehicle or equipment operated.
- o Ability to be bonded.

This is a member of the executive team of the Town and serves at the will and pleasure of the Town Manager and is exempt from the Town's grievance procedure