



Rutherfordton

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Community Services Director

The following is intended to represent only the key areas of the responsibilities; specific position assignments will vary depending on the business needs of the department and Town.

Division: Administration

Reports to: Town Manager

General Description:

Performs professional, promotional, and consultative work in administering programs that grow and serve the Town including the Main Street Program, Planning Dept, Parks & Recreation, Public Works, and Ruffton Roots Community Garden for the Town of Rutherfordton, with the primary focus on the coordination and day to day operations of the Town Planning and Development services. Assist in the continued improvement to the image of the Town focused on responsible but progressive growth and development. The position also works to direct economic development activities within the Town focusing on supporting businesses & development to create jobs and housing in the Town of Rutherfordton. Work may also include the coordination of the physical, economic, and social development of the town to enhance the use of existing infrastructure to maintain and strengthen the tax base. The director will coordinate activities aimed at obtaining necessary zoning permits and other approvals as needed for new development, including residential development, and business prospects. The director will assist in the oversight of several town departments that focus on community services and provide strategic leadership for these service areas of the Town. Work requires considerable planning and timely execution of work. Employees must exercise independent judgment and simultaneously must consider financial, socioeconomic, legal, and regulatory variables as they affect the Town. Work is performed under the general direction of the Town Manager.

Essential Functions:

- Oversees the Rutherfordton Planning Department, Main Street Program, Parks & Recreation Department, Public Works Department, and Ruffton Roots Community Garden.
- Establishes economic development programs and practices that lead to private sector projects in Rutherfordton that result in capital investment, job creation, expanded tax base, creative and niche development, recreation and entertainment venues, and other quality development.
- Assists in the maintenance of the Town webpage, social media campaigns, and e-mail mailing list; news releases, and marketing materials
- Provides assistance in the development of short and long-term economic and community development plans as well as gathering information and preparing studies reports and recommendations to achieve such goals
- Develops and nurtures professional working relationships with business owners and

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- managers, and encourages them to expand or locate their operations in the Town.
- Works directly with the Town Manager to support, grow & attract business, development, and jobs to the Town.
- Provides leadership and management direction and supervises activities of assigned departments.
- Assists in the production of Town Events.
- Represents the Town Manager in a variety of meetings, conferences, and governmental events at the local, state, and federal levels.
- Oversees and manages special projects at the Town Manager's discretion.
- Anticipates organizational needs and guides department heads across the organization toward meeting those needs.
- Encourages innovation and collaboration among departments and outside agencies.
- Promotes activities that encourage innovation and support agents of positive change.

Knowledge, Skills, and Abilities: Must have considerable knowledge and experience in economic development and NC economic development law; must be familiar with the four-point approach to Main Street programs; must understand the issues confronting downtown business, property owners, public agencies and community organizations; must be energetic, imaginative, well-organized and capable of functioning effectively in an independent situation. Excellent verbal and written communication skills are required; must have general knowledge in historic preservation practices, public relations, website design and maintenance, communications, trends in economic development in NC, banking and finance, construction, zoning, design, management, budgeting, project management, and marketing. Event planning and coordination skills and experience. Ability to establish and maintain effective working relationships with citizens, business owners, developers, financiers, and other government agencies.

Physical Requirements: This is medium work requiring the exertion of 30 pounds of force occasionally, up to 20 pounds of force frequently, and up to 10 pounds of force constantly to move objects; work requires climbing, balancing, stooping, kneeling, crouching, reaching, standing, walking, pushing, pulling, lifting, full use of fingers, grasping, and repetitive motions; vocal communication is required for expressing or exchanging ideas by means of the spoken word; hearing is required to perceive information at normal spoken word levels; visual acuity is required for depth perception, color perception, peripheral vision, preparing and analyzing written or computer data, operation of motor vehicles or equipment, determining the accuracy and thoroughness of work, and observing general surroundings and activities; the worker may be subject to inside and outside environmental conditions, extreme cold, extreme heat, hazards, and atmospheric conditions.

Education and Experience: Must have graduated from an accredited four-year university with a degree in Business Administration, Marketing, Public Administration, Economics, or some other applicable degree; a Master's in Business Administration or Public Administration strongly preferred. A combination of experience and education may be considered.

Special Requirements: Possession of a valid driver's license in North Carolina.

Hiring Range: \$47,500-\$62,000

FLSA Status: Exempt

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