

ROANOKE COUNTY, VIRGINIA SEEKS A HIGHLY-SKILLED

# DIRECTOR OF ECONOMIC AND COMMUNITY DEVELOPMENT



ECONOMIC AND COMMUNITY DEVELOPMENT EXECUTIVE AND LEADER  
WILL PROVIDE EXPERT GUIDANCE FOR A THRIVING SUBURBAN COMMUNITY



## OUR COMMUNITY

Roanoke County is located in the beautiful Blue Ridge Mountains of Southwest Virginia, and serves 94,000 residents over 250 square miles. The region includes the cities of Roanoke and Salem and the Town of Vinton, and is known for its natural beauty and great blend of culture, entertainment and outdoor activities.

The more than 313,000 citizens of the Roanoke region are served by the Roanoke-Blacksburg Regional airport, award winning school systems, modern libraries, museums and recreation centers, along with varied entertainment and dining options. There are over 23 colleges and universities located nearby, providing extensive opportunities for life-long learning and employee development. While the atmosphere is vibrant, the residents are relaxed and friendly, and commute times are short, leaving plenty of time to take advantage of the large range of outdoor activities.

Both the Blue Ridge Parkway and the Appalachian Trail run for miles through the County, while the Roanoke River provides a framework for an extensive greenway system and the perfect place for fishing and kayaking. Roanoke County's 1,100 acre Explore Park offers a wide variety of outdoor adventure activities including mountain biking, hiking, camping, canoeing and kayaking, just to name a few.

*(continues inside...)*

## CANDIDATE PROFILE

The ideal candidate will have extensive background and experience in all facets of Economic and Community Development within the public sector and be an individual up to the challenge of leading a newly created Department. The County is looking for someone who will lead the creation of a new vision and detailed strategic plan for Economic and Community Development so that Roanoke County can flourish in the Innovation / Entrepreneurial economy that is emerging within our region. The new Director will be equally comfortable courting a development prospect or ensuring that the ensuing project is properly coordinated and completed successfully. The successful candidate will also recognize the importance of providing a desirable quality of life in order to attract talented and diverse professionals and entrepreneurs to the County. The new Director must be able to collaborate effectively with a wide variety of internal and external stakeholders including elected officials, prospective developers / investors, technical and non-technical staff, and the general public. While the ideal candidate does not have to be a technical expert, he / she must be able to understand the complex technical issues that often surround development projects and be able to communicate these issues clearly and concisely to a non-technical audience.

*(continues inside...)*

**APPLY ONLINE NOW**

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## THE POSITION

The position of Director of Economic and Community Development for Roanoke County, which reports to County Administration, presents an opportunity for the right individual to help move the County into the future. The new Director will work to establish the County as a regional player in economic and community development with other local governments, state agencies, private sector partners, colleges and universities. The County is primed to see major improvements in transportation infrastructure over the next several years and the Director will help guide the implementation of these projects. The Director supervises a diverse staff of approximately 60.



*Roanoke County hosts a variety of companies creating new technology or supporting high tech industries, from fiber optics to medical devices.*

## OUR COMMUNITY *(continued from front)*



Family friendly activities, such as recreation club sports, festivals and parades, make it an ideal place to raise children.

At the same time, the increasingly exciting pace of the downtown Roanoke restaurant scene and night life provides options for evenings and weekends. There are many opportunities for spectator sports, too – from Virginia Tech football and basketball to the minor league Red Sox baseball franchise and minor league Rail Yard Dawgs ice hockey team, there is something for everyone. Roanoke County Public Library (RCPL) is an integral part of the Roanoke Valley community, providing a wide range of information, and spaces where everyone feels welcome. Most notably, RCPL became the first library in the nation to make available an Artificial Intelligence (AI)-capable robot, and since has been recognized as uniquely

and capably suited to offer resources and instruction on AI, coding, robotics, and digital citizenship. RCPL is one of a handful of libraries leading the national conversation in this arena.

Roanoke is home to many high-profile companies including Carilion and LewisGale Health Systems, Allstate Insurance, Toshiba Mitsubishi-Electric Industrial Systems Corporation (TMEIC), and Wells Fargo. Recently, Virginia Tech and Carilion have created a Roanoke health sciences and technology campus centered around the Fralin Biomedical Research Institute, which is rapidly transforming the region's economy. This dynamic initiative is expanding research and innovation, and will add to the growing medical services cluster taking shape in the region. Talent development solutions are provided through Hollins University, Virginia Western Community College and the Roanoke Higher Education Center, with resources and customized training from entry level to top management. The region's local governments partner with a regional economic development agency to attract new businesses to the area.

## CANDIDATE PROFILE AND POSITION REQUIREMENTS *(continued from front page)*

The Department of Economic and Community Development will be formed by combining what are now three independent yet closely related Departments. Therefore, the new Director of Economic and Community Development will need a strong background in leading organizational change. This also represents a unique opportunity for the successful candidate to help shape the structure of the new Department.

Knowledge and expertise is required in the areas of economic and community development which include business attraction / retention and incentives, growing businesses in the innovation economy, planning and zoning, grant funding, and engineering project delivery. Given the breadth of this position, knowledge of the building code, storm-water, and transportation projects is also desirable.

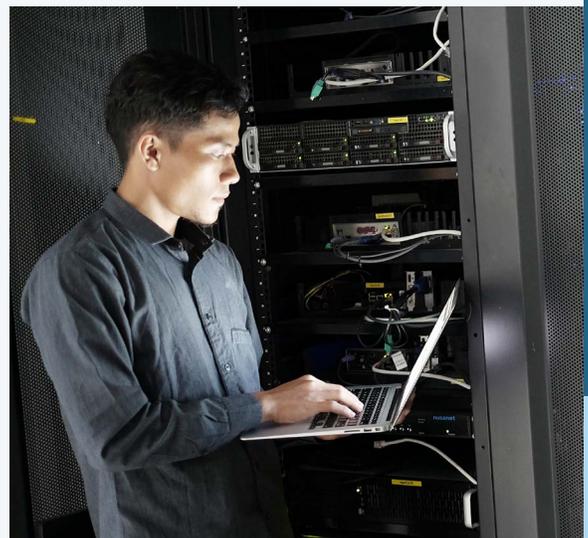
In particular, the Director of Economic and Community Development must have the following qualities:

- Commitment to communication with employees at all levels of the organization in a trustworthy and effective manner.
- Ability to be part of a team of senior level staff members and contribute meaningful and consistent insight into resolving issues and problems in the economic and community development areas and beyond.
- Experience in working with elected officials, and the capability of demonstrating tact and diplomacy in dealing with those officials and their employees.
- Strong verbal and written communication skills, which must include the ability to interact and explain information to all levels of staff as well as external stakeholders.
- Effective presentation skills which enable articulation of project issues, goals and objectives to the Board of Supervisors, the County Administrator, County staff, citizens and the media.
- The highest level of personal and professional integrity demonstrated in both the candidate's public and private life.
- Ability to maintain a high level of confidentiality and build trust with management, supervisory and front line employees.
- Possess a management style which is unbiased, open, friendly and approachable.
- Maintain an active level of involvement in relevant professional organizations and professional networking and encourage the department staff in doing the same.

## CURRENT ISSUES AND CHALLENGES

Some of the key issues and challenges that the new Director will face in the first six to twelve months on the job include:

- Integration of three separate departments into a single unified department focused on economic growth.
- Leading the creation of a strategy for the development of the community through formulation of a Strategic Plan for the new department.
- Stabilization and growth of the County's population through business attraction and housing development.
- Working with the Public Information Officer, County Administration and Board of Supervisors to create new opportunities for engagement with the business community and other external stakeholders.



## COUNTY GOVERNMENT

Roanoke County operates under a charter granted by the Virginia General Assembly, with a County Administrator form of government. The five member elected Board of Supervisors appoints the County Administrator to oversee day-to-day operations of the County. The Board also appoints the County Attorney, and there are five elected Constitutional offices – Treasurer, Commissioner of the Revenue, Sheriff, Clerk of the Circuit Court, and Commonwealth’s Attorney.

Roanoke County employs approximately 1,020 full time employees, spread out through 21 departments. The departments provide a full range of services to the residents, including an accredited police department, fire and rescue service, planning, zoning, libraries, parks and recreation, and social services. The budget for FY 2019 – 2020 is \$196.9 million and the Economic and Community Development budget is \$4.8 million. The primary source of revenue for the County is the real estate tax, followed by the personal property tax on vehicles. The County receives significant funding from the state for schools and constitutional offices, but very little revenue from the Federal Government. The Roanoke County Administration Center is located near the intersection of major arterial roads, and near shopping and residential areas. For more information about Roanoke County’s government, please see our website at [www.roanokecountyva.gov](http://www.roanokecountyva.gov).



*Clean rooms for the assembly and packaging of medical equipment at Roanoke County’s Plastics One facility.*

## EDUCATION AND EXPERIENCE

Requirements include a Bachelor’s degree from an accredited college or university with major coursework in public administration, planning, engineering or a related field and five years of progressively responsible experience in economic development, community development, planning, engineering or equivalent. A graduate degree in public administration, business, engineering, planning or a similar program is preferred, along with certification through the American Institute of Certified Planners (AICP) and/or Certified Economic Developer (CEcD) through the International Economic Development Council.

## COMPENSATION

The starting salary is competitive and negotiable depending on background and qualifications of the successful candidate. Roanoke County participates in the Virginia Retirement System, and also provides excellent health and dental insurance, short and long term disability, life insurance, a generous flexible leave policy, and a wellness program.

## APPLICATION AND SELECTION PROCESS

To apply, visit [www.roanokecountyva.gov/jobs](http://www.roanokecountyva.gov/jobs). The position is open until filled, with a first review of applications July 12, 2019.

Applications will be screened after that date for consideration for an interview. Reference checks, background checks and academic verifications will be conducted after receiving candidates’ permission.

For more information, please contact County Administration at (540) 772-2004.

Department:	Economic and Community Development	Pay Grade:	38
Reports To:	County Administrator	FLSA Status:	Exempt/Discretionary
Last Revised:	05/2019	Last Reviewed:	05/2019

### **GENERAL STATEMENT OF DUTIES**

Leads the newly created Department of Economic and Community Development in order to align Roanoke County's economic development, planning, engineering and development services functions to maximize high quality private commercial, industrial and residential investment in the local economy. The Director of Economic and Community Development is an ambassador and collaborator with private and public sector partners to encourage the best possible development outcomes for both citizens and the private investors. S/he is responsible for initiating, developing and implementing an economic and community development strategic plan in partnership with key stakeholders including private citizens, staff and regional partners in order to position Roanoke County to flourish in the Innovation / Entrepreneurial economy.

### **ESSENTIAL JOB FUNCTIONS**

Positioning the community to thrive in the Innovation Economy through development and implementation of an Economic and Community Development strategic plan.

Developing and maintaining an organizational structure for Economic and Community Development functions that encourages collaboration and teamwork across functional areas.

Assisting developers to maximize return on investment while encouraging high quality development.

Marketing the County to prospective investors.

Creating and integrating the County programs to encourage entrepreneurial start-up businesses and innovative development of intellectual property.

Providing Department level oversight of functions including but not limited to:

- Economic Development
- Land Use and Community Planning
- Zoning Administration
- Building Code Administration
- Storm Water Management
- Site and Subdivision Review
- Budgeting and Procurement

Working to obtain state and federal transportation and infrastructure funding for the County and region

Developing and implementing consistent methods for delivery of streetscape, greenways and locally administered road projects.

Working cooperatively with federal, state and regional public sector economic and community development partners.

Conducting public presentations, leading meetings and providing briefings to the County Administrator and Board of Supervisors.

Working collaboratively with key financial management staff, Department Directors and external agency representatives.

Effectively leading staff to achieve desired outcomes.

#### POSITION REQUIREMENTS/PREFERENCES

Education	<p><u>Required:</u> Bachelor's degree from an accredited college or university with major coursework in public administration, planning, engineering or a related field</p> <p><u>Preferred:</u> Master's degree in public administration, business, engineering, planning or a similar program. Certification through the American Institute of Certified Planners (AICP) and / or Certified Economic Developer (CEcD) through the International Economic Development Council.</p>
Experience	<p><u>Required:</u> Five years of progressively responsible experience in economic development, community development, planning, engineering or equivalent.</p>
Knowledge, Skills and Abilities	<ul style="list-style-type: none"><li>• Comprehensive knowledge and experience in economic development to include business attraction and retention, marketing, branding, and incentives;</li><li>• Comprehensive knowledge and experience in public project management related to economic development and infrastructure;</li><li>• Comprehensive understanding of zoning principals and application;</li><li>• Comprehensive knowledge in developing and maintaining budgets;</li><li>• Comprehensive knowledge and experience in leading, evaluating, and managing a large, diverse staff;</li><li>• Thorough knowledge of local government organization and operations;</li><li>• Skill in the oversight of complex engineering functions such as</li></ul>

- engineering plan review, project delivery, and storm-water;
- Skill in the use and application of the Building Code and Building Code Enforcement;
- Skill in handling public hearings and meetings with groups representing diverse opinions with the potential for confrontations and extreme emotionalism;
- Skill in organizing and presenting highly technical information, development projects, budgetary philosophies and policies;
- Ability to make effective oral presentations and to prepare written reports;
- Ability to work independently and meet deadlines;
- Ability to establish and maintain successful working relationships with departments, staff, government officials, and the public;
- Ability to demonstrate leadership skills which exhibits the qualities of integrity, trustworthiness, respect and team collaboration;
- Ability to communicate effectively, both orally and in writing;
- Ability to mentor staff and encourage staff development skills

**Additional Requirements**

Subject to a complete criminal history background search with acceptable results. Must possess a valid Virginia driver's license and be able to drive to meetings, job sites, etc. Must be able to perform the job as described in the Physical and Environmental Demands section of this job description.

**Supervisory Responsibilities**

Yes – supervises high-level professional division director staff.

**OVERALL PHYSICAL STRENGTH DEMAND**

**SEDDENTARY** Lift and/or exert force up to 10 lbs. occasionally or insignificant weights frequently; sitting most of the time.

**PHYSICAL DEMANDS**

C = Continuously 5.5 to 8+ hours daily      F = Frequently 2.5 to 5.5 hours daily      O = Occasionally Up to 2.5 hours daily      R = Rarely Less than 1 hour per week      N = Never Never occurs

Code	Physical Demand	Code	Physical Demand
O	Standing	F	Sitting
F	Walking	R	Lifting
R	Carrying	R	Pushing/Pulling
O	Reaching	F	Handling
C	Fine Dexterity	R	Kneeling
O	Crouching	N	Crawling
O	Bending	N	Twisting
R	Climbing	R	Balancing
C	Vision (Correction Required: N/A)	F	Hearing

F Talking  
 Other

R Foot Controls (driving, operation of equip, etc.)

**ENVIRONMENTAL FACTORS**

D = Daily      W = Several Times Per Week      M = Several Times Per Month      S = Seasonally      R - Rarely      N = Never

Code	Health and Safety	Code	Environmental Factors
R	Mechanical Hazards	R	Dirt and Dust
N	Chemical Hazards	R	Extreme Temperatures
N	Electrical Hazards	R	Noise and Vibration
N	Fire Hazards	R	Fumes and Odors
N	Explosives	R	Wetness/Humidity
N	Communicable Diseases	R	Darkness or Poor Lighting
N	Physical Danger or Abuse		Other (specify)

**PRIMARY WORK LOCATION**

Office Environment

**MACHINES, TOOLS, EQUIPMENT, WORK AIDS**

Standard office equipment

**PROTECTIVE EQUIPMENT REQUIRED**

OHSHA required Safety Vest, Hardhat, Boots and other similar equipment as required to visit job sites to review project progress or to evaluate citizen complaints.