



Economic Development Director

The Town of Gibsonville, known for its rich history, small-town charm, and vibrant community spirit, is situated conveniently close to Elon University, Burlington, and the I-40/85 corridor and incorporates areas of both Guilford and Alamance counties. Originally founded in the late 1800s when gold was discovered in the area, it was long known for its textile mills. Dubbed the “City of Roses” in the early 1900s by train passengers treated to the sight of the abundant rose bushes planted around the railroad tracks and train station, Gibsonville is now largely a residential community for those commuting to the Greensboro and Raleigh metro areas.

Currently, the town has approximately 10,000 residents and is growing rapidly with new and extensive single-family and condo-style housing developments. The small two-block downtown area, which includes the Town Hall and police operations as well as quaint shops, restaurants, and businesses, is also growing and evolving to meet the needs of the community. Downtown Gibsonville bustles with events throughout the year, including the popular Lighting of the Green, an annual Fall Festival with over 130 participating vendors, a regular schedule of “Groovin’ on the Green” live concerts in the summer and fall, a thriving farmer’s market, and other family-oriented community events sponsored by the Gibsonville Library and Parks and Recreation departments.

Gibsonville operates under a Council-Manager form of government and the Board of Aldermen is comprised of an elected Mayor and five Aldermen. Approximately 100 full- and part-time employees serve residents through the town’s various departments: Administration, Police, Fire, Public Works, Parks and Recreation, and the Library. The town provides full-time employees an excellent fringe benefit package including a 5% 401(k) contribution (no match required), fully-paid employee health, dental and vision insurance, paid supplemental life and long-term disability insurance, a pension in the NC Retirement System, 13 paid holidays, longevity pay, access to a free clinic, and generous vacation and sick leave accruals in addition to a 5% increase in salary after a successful 6-month review.

The Town of Gibsonville seeks a passionate and innovative individual to pursue Gibsonville becoming a NC Downtown Association Community affiliate and eventually a Main Street community while also performing a variety of economic development-related activities to plan and enhance the town’s overall economic and industrial/commercial growth and sustainability. This position is responsible for responding to and collaborating with various stakeholders, including businesses, industry, education partners, community organizations and government agencies to promote downtown and town-wide investment, helping to plan for new industrial and commercial development, grant writing and other strategic planning, business development and community engagement initiatives.

This is a new position and there are no supervision requirements, as this position is considered a department of one, working closely with the Town Manager. The salary range for this position is \$69,318 - \$85,821.

The closing date is Friday, July 11, 2025 at noon. A drug screen and background check are required.

It is the policy of the Town of Gibsonville to foster, maintain, and promote equal employment opportunities. Diverse candidates are encouraged to apply.

Town of Gibsonville online employment applications can be completed on the Town's website www.gibsonvillenc.org to include a resume and letter of interest. For questions or more information, please contact Eric Gerringer, HR Officer – 336-449-4144 x3, egerringer@gibsonville.net

ECONOMIC DEVELOPMENT DIRECTOR

General Statement of Duties

Performs a variety of work in the overall promotional and consultative work in developing and managing an economic development program for Gibsonville, including overseeing a Main Street program.

Distinguishing Features of the Class

An employee in this class organizes and implements economic development functions and strategies from conception to completion, including business retention and expansion, product and media development, business attraction, and develops incentive programs that may be offered by the Town, State of North Carolina or federal government. This position is responsible for planning, organizing and implementing the Main Street program and consulting with local officials, business, and community leaders for the purpose of promoting downtown and town-wide business development through expansion and retention of existing development, and attraction of new business into the Town. Duties include development of data, statistics, and publications which portray the economic potential of the Town; identification of prospective businesses and areas of new development; and maintaining proper records, reports, and public information for the program. Work also includes grant writing and development, coordination of Main Street program, and related tasks, and assisting in the coordination of downtown activities. Work requires considerable planning and timely execution of work. Employee must exercise independent judgment and simultaneously must consider financial, socio-economic, legal, and regulatory variables as they affect the Town. Work is evaluated and performed under the general direction of the Town Manager.

Duties and Responsibilities

Essential Duties and Tasks

Coordinates downtown and town-wide economic development programs, revitalization and rehabilitation activities and projects, including analysis and monitoring, and business development, expansion and recruitment.

Establishes and facilitates public and private sector projects resulting in capital investment, job creation and expansion of the tax base; Assists the Board of Alderman and Town Manager in developing public/private economic development opportunities in critical and confidential negotiations.

Prepares, develops and manages applications for grants to assist local industry and other town economic development initiatives. Develops projects/programs to enable to receive grant funding; including scope of work, narrative, tasks, evaluation criteria, personnel required, and budget. Administers grant program funds through program analysis and financial reporting. Assists other departments with grants and planning efforts.

Implements and manages the accreditation process to become a NC Downtown Association Community affiliate and eventually a NC Main Street community; Serves as coordinator of the Main Street or affiliate program and its board; plans and executes monthly meetings, agendas, budgets, and reports on activities; serves as liaison between public and committees; researches and recommends grants, policies and strategies to the merchants, Town Board of Alderman and others; prepares brochures and other materials for marketing purposes.

Develops plans to promote the growth and retention of existing businesses and attract new business; maintains regular contact with existing and potential businesses and the merchant's association to stay abreast of their status, any potential for expansion, and assists with problems; follows up on requests.

Markets the town and aggressively recruits business prospects and economic opportunities through the development and distribution of marketing materials, digital communication and other means; Manages the information and promotional material on the town website and other social media platforms.

Develops and helps to plan industrial/commercial land zoning in the town with the necessary utilities. Works with the Town Planner and other agencies to review the implementation steps and best practices.

Develops a network of contacts to identify and recruit potential commercial and business clients; collaborates with town, county and state officials to recruit major industrial, commercial and manufacturing clients; assists clients with the requirements of applying for economic development incentives; meets with various local and regional groups to further economic development goals; builds cooperative working relationships.

Maintains contact with community leaders, merchant association and representatives of businesses and industry; visits businesses and owners regularly to stay abreast of their status, any potential for expansion, and assists with problems; follows up on requests; prepares quarterly newsletters, brochures, and makes presentations regarding economic development activities.

Assists in planning, organizing, coordinating and implementing various plans and projects including beautification and aesthetic efforts, cultural, commercial, and tourist events, and related activities; designs beautification projects in concert with Boards, stakeholders and citizens; helps to manage downtown event planning, organizing and coordination.

Serves as initial contact for potential businesses considering new location or expansion; shows sites and arranges meetings with local officials; research land records and coordinates contacts for the property.

Keeps current records on sites and buildings; keeps files and statistics on demographics, economic base, maps, profiles, retail sales, building permits, finances and schools; reports on growth announcements and statistics on various agencies; updates web site information as needed.

Develops and utilizes surveys and other research tools to benchmark and evaluate business retention efforts, to identify areas of concern for local businesses and to evaluate the workforce and skills needs of local employers.

Handles problems, inquires or concerns and provides solutions.

Additional Job Duties

Performs related duties as required.

Recruitment and Selection Guidelines

Knowledges, Skills, and Abilities

- Thorough knowledge of principles, practices and processes involved in downtown and town-wide commercial development and marketing, press relations, and related Town goals, policies, and principles.
- Thorough knowledge of the principles of management, business, their organizational procedures, and financing.
- Considerable knowledge of tourism development concepts, strategies and approaches.
- Considerable knowledge of economic, social, historical, and technological resources available in the downtown commercial/industrial development field.
- Considerable knowledge of the assets of the community and federal, state, and local laws pertaining to economic development and planning.
- Considerable knowledge of the Main Street program, historic properties preservation strategies and related regulations and grants.
- Considerable knowledge of the application of information technology to data research and office technology.
- Considerable knowledge and past experience in event planning and organizing, aiding downtown event venues.
Skill in coordinating large events and programs with multiple agencies and groups.
- Skills in data collection and analysis, and establishment of databases about pertinent Town statistics and demographics.
- Skill in marketing and event coordination.
- Skill in collaborative conflict resolution.
- Ability to plan, organize, and effectively develop commercial leads for the Town including building consensus among diverse groups.
- Ability to communicate effectively in oral and written forms.
- Ability to establish and maintain effective working relationships with business executives and owners or representatives, public officials at the local and state levels, contractors, community leaders and organizations, other department heads, and other employees.
- Ability to analyze situations accurately and make correct recommendations for each business contact.

Physical Requirements

Must be able to physically perform the basic life operational functions of stooping, kneeling, crouching, reaching, standing, walking, lifting, fingering, grasping, talking, and hearing.

Must be able to perform sedentary work exerting up to 10 pounds of force frequently or constantly to move objects.

Must possess the visual acuity to prepare and analyze data, examine and work with maps, charts, and detailed materials, operate a computer, inspect sites, use measuring devices, to figure computations, and to read extensively.

Desired Education and Experience

Graduation from a four-year college or university with a degree in business, planning, economics, public administration, or related field supplemented by training in economic or downtown development and considerable professional experience in industrial or economic development or related field; or an equivalent combination of education and experience.

Two to three years of progressively responsible experience in economic development, redevelopment, business or industrial/commercial development.

Special Requirement

Possession of a valid North Carolina driver's license.

Disclaimer: This classification specification has been designated to indicate the general nature and level of work performed by employees within this classification. It is not designed to contain or be interpreted as a comprehensive inventory of all duties, responsibilities and qualifications required of employees to perform the job. The physical requirements and working conditions of these sections may vary from position to position. The Town reserves the right to assign or otherwise modify the duties assigned to this classification.