

Economic Development Director – City of Burlington, NC

Burlington is a city in Alamance and Guilford counties located in the Piedmont/Triad area of North Carolina. The population was 57,303 at the 2020 census, which makes Burlington the 18th-most populous city in North Carolina.

With a rich history, small textile operations along the Haw River and Great Alamance Creek began at the turn of the century. In 1908, Burlington built the first cotton mill in the South. From the establishment of this single factory, Alamance County grew to eventually operate 30 cotton mills and 10 to 15 yarn manufacturing plants employing 15,000 people. Eventually, the early textile venture became worldwide Burlington Industries, and is now headquartered in nearby Greensboro.

Burlington became a prosperous and vibrant little city filled with schools, churches, newspapers, telegraph and telephone lines, roads, and a streetcar line. During this century of economic change, Burlington continues to grow to the South and West. Originally the center of commerce for Company Shops, the downtown area still serves as the heart of today's community with financial services, government services, an expanded library, small shops, eateries, and a restored theater. Downtown has also returned to its status as a major employment center, becoming home to one of the world's largest biomedical testing firms.

WHAT WILL YOU DO?

Under general direction of the City Manager, position plans, organizes and implements economic development functions (process of improving the economic workforce development) and strategies from conception to completion, including business retention and expansion, product development, business attraction, and incentive programs that may be offered by the City or State of North Carolina. Position will also be responsible for supervising the Burlington Downtown Commission Director to help coordinate economic development activities. The position shall serve as the economic development point person for the City, Chamber of Commerce, local businesses, non-profits, state agencies, City Council, and staff from various City departments. The position also develops and establishes policies and procedures that facilitate business development that stabilize and expand the City's tax base and workforce. *Occasional and overnight travel will be necessary at times.*

EXAMPLES OF WORK:

- Establishes and facilitates private sector projects resulting in capital investment, job creation, and expansion of the tax base.
- Oversees and administers business incentives and grant programs.
- Assists new and expanding businesses with city developmental policy, facility inspections and licensing procedures. Provides information and assistance as needed to promote cooperation and efficiency in the development process with City staff/public utilities.
- Assist the city council and city manager in developing public/private economic development opportunities in critical and confidential negotiations.
- Works with the Burlington Downtown Corporation and city departments to support downtown revitalization initiatives.
- Markets the city and aggressively recruits business prospects and economic opportunities through the development and distribution of marketing materials, attendance at identified trade shows, digital communication, and other means.
- Works directly with the Economic Development Partnership of North Carolina (EDPNC); NC Department of Commerce; Alamance County Area Chamber of Commerce; city departments, other governmental entities, and utility companies to address specific business questions or concerns.
- Provides leadership, direction, and support for City Economic Development staff.
- Performs other duties as assigned.

QUALIFICATIONS:

- Thorough knowledge of operational characteristics, services, and activities of an economic development program.
- Demonstration of the following personal characteristics:
- Leadership and management competency and the ability to manage projects working with various utilities/city staff/developers.
- Ability to multi-task and be tactical in nature. Visualize and communicate the city's economic development goals and involve and direct multiple resources needed to achieve desired results.
- Proven ability to be a team leader with multiple economic development partners and the ability to follow through.
- Ability to communicate effectively and timely to a broad and diverse audience.
- Knowledge of basic infrastructure operations and ability to work with multiple utility providers (electric/water and sewer/natural gas/ fiber).
- Knowledge of pertinent federal, state, and local laws, codes, and regulations that affect economic development activities.
- Ability to understand and work with Planning Staff and City of Burlington Unified Development Ordinance.
- Excellent written and oral communication skills used to make public presentations to audiences including elected officials, the business community, representatives of governmental entities, and community groups.

EDUCATION & EXPERIENCE:

Bachelor's Degree in Public or Business Administration, Urban Planning, Economic Development, Marketing, Finance, or other related field and five to seven years of progressively responsible experience in economic development, redevelopment, business, or industrial development (or comparable education, experience, and knowledge).

MANAGEMENT PREFERENCES:

Experience in Commercial Real Estate. Progress toward **Certified Economic Developer (CECd)**.

SPECIAL REQUIREMENTS:

Valid NC Driver's license

COMPENSATION:

The salary range for this position is \$94,304 to \$150,877 plus a very generous benefit package including participation in the NC Local Government Retirement System.

HOW TO APPLY:

Apply by August 23, 2024, with a resume, cover letter, and contact information for five (5) professional references to www.GovHRjobs.com to the attention of: W. Lane Bailey, Senior Vice President, GovHR MGT Tel 847-380-3240 ext. 140.

The City of Burlington, NC is an Equal Opportunity Employer.