

THE CITY OF SALISBURY
HUMAN RESOURCES DEPARTMENT
City Office Building
132 North Main Street, 2nd Floor
P. O. Box 479
Salisbury, NC 28145-0479



EMPLOYMENT OPPORTUNITY

Downtown Development Director

Your Career, Your Community

About Salisbury:

The City of Salisbury was founded in 1753. The area is rich with centuries of history and adventure while maintaining the charm and character distinct to the region. By 1855, Salisbury had become an important rail junction, connecting the Piedmont to eastern North Carolina.

The City of Salisbury, the county seat of Rowan County, is located in the Piedmont area of North Carolina. Located along Interstate 85, 40 miles northeast of Charlotte and southeast of Winston-Salem, Salisbury is within one days' travel time of many major cities on the east coast, and is located at the crossroads of I-85, U.S. 29, 52, 70, 601 and N.C. 150. Over 3 million people live within 90 miles of Salisbury, 1.5 million within 55 miles and 60% of the population of the United States is located within an overnight drive of the City.

The Culture:

The Salisbury community presents an area rich in cultural resources with tremendous citizen support and stewardship for arts and cultural development. Salisbury boasts a tradition of valuing arts, and diligently strives to protect existing resources while linking arts and cultural resources to key economic, neighborhood development, educational, and social goals of the broader community.

Salisbury is characterized by a strong commitment to historic preservation, high levels of arts and cultural activity, a diverse and inclusive citizen base that places high value on arts education, and a strong local tradition of civic volunteerism. The city offers a growing, strong population of professional and amateur artists drawn from many disciplines with vast support from local patrons and foundations.

Responsibilities:

The Executive Director will perform professional work for the initiation and promotion of programs to improve, preserve, and enhance the downtown, and to promote the improvements, overall appearance and economic vitality in the City of Salisbury.

Specific Responsibilities:

- Develops and oversees downtown development and revitalization activities and projects
- Develops marketing strategies for plans and projects for downtown development
- Builds cooperative working relationships with boards, property owners, business and community partners
- Promotes downtown programs and business activities using the media and promotional materials
- Provides appropriate market research, data and technical assistance to developers, businesses and entities seeking to initiate economic development in Downtown Salisbury
- Prepares and submits annual budgets for Downtown Salisbury Inc.
- Seeks to establish new economic development initiatives for Downtown Salisbury as outlined in the master plan
- Works collaboratively with Salisbury Parks and Recreation on identifying best uses of Bell Tower Green for community events and other quality of life opportunities

- Leads the Empire Hotel development revitalization opportunities/operations on behalf of the Downtown Salisbury, Inc. organization
- Supervises marketing coordinator and administrative assistant

Qualifications

- Excellent communication skills
- At least 5 years of experience and proven record of accomplishment in managing a downtown organization, in business and economic development, real estate development or management
- Ability to establish and maintain effective working relationships with associates, officials, contractors, public groups and general public
- Ability to multi-task in fast-paced environment
- Extensive experience in economic development for Main Street Program
- Bachelor's degree in Business, Planning, or Public Administration, or equivalent combination of education and experience
- Valid North Carolina Driver's License

Salary Range

\$67,800.00 - \$95,000.00 (Depending on Experience)

Application Process:

Apply online at www.salisburync.gov/hr

Closing Date: Open until filled

Extended First Review of Applications: April 28, 2021

Please apply online at www.salisburync.gov/hr

For questions please call/visit:

City of Salisbury Human Resources Department, City Office Building, 132 North Main Street, 2nd Floor.

Phone: (704) 638-5217

The City of Salisbury prohibits discrimination on the basis of race, color, national origin, sex, veteran status, sexual orientation, religion, age or disability in employment or the provision of services.

The City of Salisbury is a Drug Free Workplace

Job Opportunities Hotline: (704) 638-5355