

The City of Greenville, North Carolina

Invites your interest in the position of

CITY MANAGER



Greenville City Hall

THE CITY OF GREENVILLE

Greenville is located in the north central coastal plain region of eastern North Carolina, approximately 85 miles east of Raleigh. The City covers 35 square miles and has a population of 84,554. It is one of the fastest growing large cities in the state. The area has a relatively mild climate and experiences all four seasons each year.

Greenville is a major industrial and economic center for eastern North Carolina — a center for education, industry, medicine, and culture.

Greenville is home to a wide range of cultural and recreational opportunities, first-class health care facilities, and top notch higher education institutions. Being the health, entertainment, and educational hub of North Carolina's Tidewater and Coastal Plains, Greenville is also recognized as the center of growth for the eastern region of North Carolina. In 2010, Greenville ranked amongst the top 25 in "Best Small Places for Business and Careers" in the nation by Forbes Magazine. Because of its enjoyable living conditions and proven low cost of living, the Greenville/Pitt County area is also rated one of the fifty most "livable communities" in the United States.

Greenville was founded in 1771 as "Martinsborough" after the Royal Governor Josiah Martin. In 1774 the town was moved to its present location on the south bank of the Tar River, three miles west of its original site. In 1786, the name was changed to Greenville in honor of General Nathanael Greene, the Revolutionary War hero, and later shortened to Greenville.

During Greenville's early years, the Tar River was a navigable waterway and by the 1860's there were several established riverboat lines transporting passengers and goods up and down the river. Cotton was the leading agricultural crop and Greenville became a major cotton export center. Before the turn of the century, however, tobacco surpassed cotton and became the leading money crop. Greenville became one of the State's leading tobacco marketing and warehouse centers.

For more than a century, Greenville was recognized only for being an important tobacco market and the home of a small state-supported college. By the mid 1960s, a new image began to evolve. The small college, East Carolina Teachers College, had become the third largest state-supported college and enrollment approached 8,000 students--twice the 1960 enrollment figure. In 1967, it became East Carolina University. The Brody School of Medicine at East Carolina University admitted its first four-year class in 1977. At the turn of this century, ECU's enrollment topped 18,000 and now is approximately 28,000.

Greenville's next major phase of economic development began in 1968 when Burroughs Wellcome, a major pharmaceutical research and manufacturing firm, chose Greenville as its home. The site is now owned by DSM and employs approximately 1,200. The City and Pitt County have become home to many other major national and international industries and businesses including Grady-White Boats, Attends Healthcare Products, NACCO Materials Handling Group, and ASMO. Greenville is home to Vidant Medical Center, a major tertiary hospital and Level I Trauma Center. It is the flagship hospital for Vidant Health, a multihospital system serving a 29-county region, providing state-of-the-art health care choices.

For more information about Greenville, North Carolina, visit the City's website at <http://www.greenvillenc.gov>.



GREENVILLE CITY GOVERNMENT

The City of Greenville has used the council-manager form of government since 1953. Under this form of government, a seven-member City Council is elected to two-year concurrent terms. The Council is the final authority on policy matters relating to Greenville's government.

Council elections are held every other November (in odd numbered years) for Mayor and six City Council members. Elections are non-partisan. Candidates run for office under a system electing five district representatives, one at-large City Council member and the Mayor.

The City Council employs a City Manager to manage and oversee the day-to-day operations of the City. The City Manager is the chief administrative officer for the City. In addition to the day-to-day municipal operations, the Manager is responsible for the implementation of the policies established by the City Council. The City Manager is appointed by and reports to the City Council. In addition to the City Manager, the City Council appoints only the City Attorney and the City Clerk.

Greenville is a full-service municipality which has approximately 745 employees and a FY 2011 operating budget of \$99,309,764. Services provided include Financial Services, Information Technology, Human Resources, Community Development, Fire/Rescue, Police, Public Works and Recreation and Parks. The property tax rate (ad valorem) is \$.52 per \$100 assessed value. Greenville has an AA credit rating from Standard & Poor's and an Aa2 rating from Moody's.

MISSION STATEMENT

**The City of Greenville
is dedicated to providing
all citizens with quality
services in an open,
ethical manner, insuring a
community of distinction
for the future.**

The Greenville City Council

Allen Thomas - Mayor (At-Large)

Kandie Smith - District # 1

Rose Glover - District #2 / Mayor Pro Tem

Marion Blackburn - District # 3

Calvin Mercer - District # 4

Max Ray Joyner, Jr. - District # 5

Dennis Mitchell - At-Large

CITY OF GREENVILLE STRATEGIC GOALS

ECONOMIC DEVELOPMENT

Strategic Goal: Promote economic development by decreasing unemployment rate, increasing median income, and attracting and retaining new and existing businesses.

INFRASTRUCTURE (INCLUDING INFORMATION TECHNOLOGY)

Strategic Goal: Maintain and preserve our existing stormwater infrastructure and our streets.

- Wi-fi in common areas in West Greenville
- Traffic signals/management
- Stormwater problems
- Aging service structures
- More money for street resurfacing

NEIGHBORHOOD PRESERVATION

Strategic Goal: Develop strategies to protect and preserve neighborhoods through systematic approaches.

- An active association in every neighborhood
- Addressing the historic district

PARKS AND RECREATION/GREENWAYS/ BOND ISSUE

Strategic Goal: Expand and enhance our parks and greenways, as resources allow.

- Earmark funds every year for repairs/upkeep
- Create two new parks, and repair two existing parks over 2 years
- Define appropriate access based on socio/economic levels and geography (distance)

PUBLIC SAFETY (Community Safety)

Strategic Goal: Decrease crime by 10% each year of the plan.

- Create Comprehensive Crime Plan
- Engage community stakeholders (United Way, etc.) to create and implement the plan.

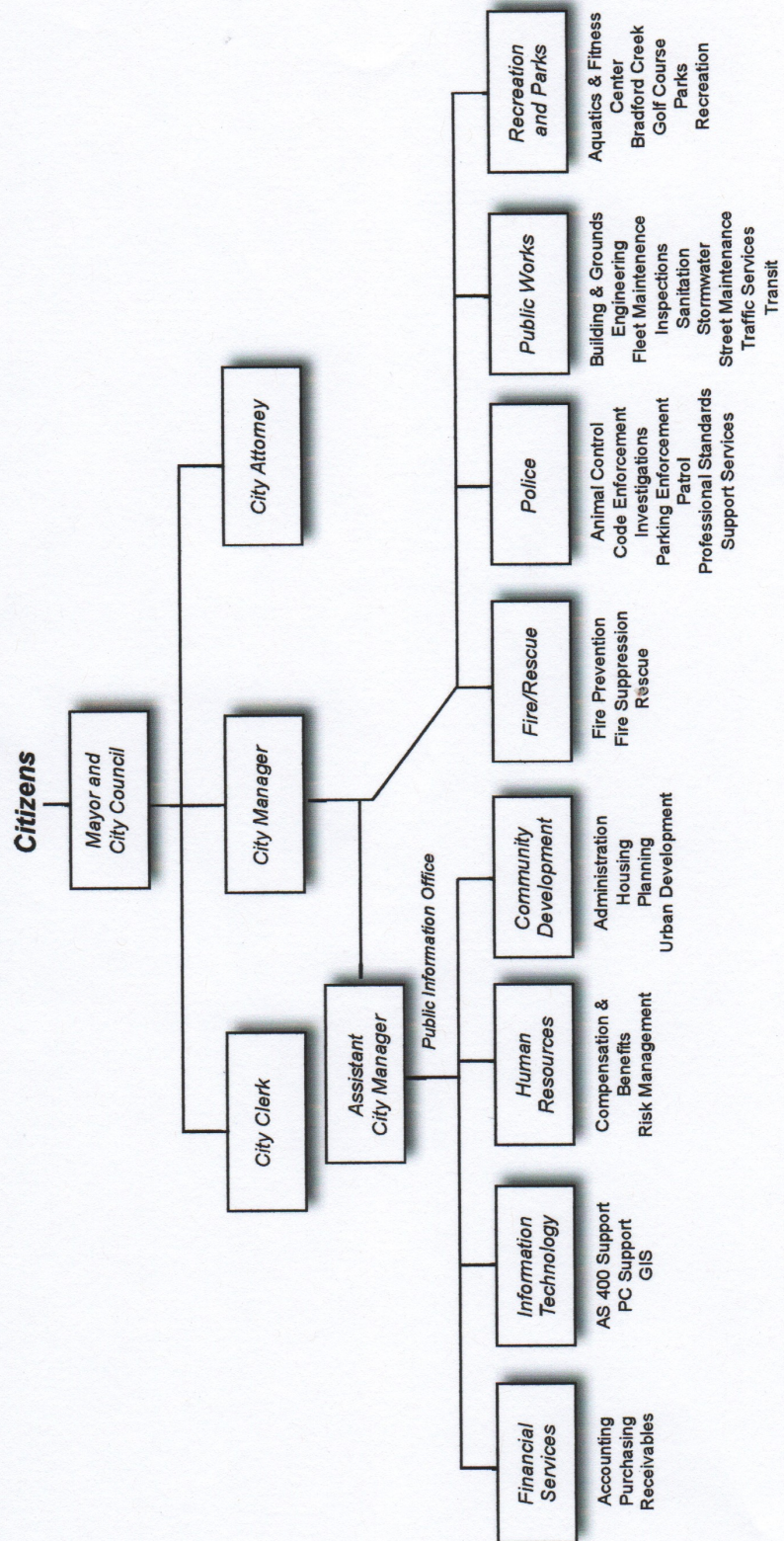
PUBLIC TRANSPORTATION

Strategic Goal: All residents have access to efficient and effective traditional or alternative modes of transportation.

- Consider implementing recommendations from the Greenville Bicycle and Pedestrian Commission.



CITY OF GREENVILLE ORGANIZATIONAL CHART



ISSUES AND OPPORTUNITIES

The following is a summary of the issues and opportunities to be managed by Greenville's next City Manager.

- Although Greenville currently has a diverse and growing employer base, the City Council strongly supports an aggressive and ongoing economic development program directed at retention and expansion of existing businesses, attraction of new businesses and further diversification of the business base of the City. There is a need to attract new jobs at all levels from blue-collar to highly skilled technical positions in support of Greenville's growing biotechnology, health care, medicine, allied health and nursing and university sectors;
- The Council is committed to the revitalization of the downtown area, a focus for some years and which continues to have many challenges and opportunities;
- The community highly values its existing arts, recreation and cultural events and venues and hopes to see them increase..
- Greenville has a diverse population of race, ethnicity, religion, age and socioeconomic status. Greenville's neighborhoods form the heart of the City and reflect this diversity. Preservation of the City's neighborhoods is critical as is ensuring the safety of all residents and the fair and equitable allocation of municipal resources to all segments of the City.
- Some neighborhoods around the university and the downtown area (including West Greenville) require special attention because of the high concentrations of rental housing there (as high as 85 percent) and/or far above average unemployment and poverty rates. The need to increase owner-occupancy, as well as to ensure the safety of residents of this area, will be an ongoing priority. Managing code enforcement and minimum housing in these areas create an ongoing challenge.
- Remediation of the effects of loss of low income housing and displacement of residents resulting from the upcoming construction of the "Tenth Street Connector" which is a state-funded project designed to create a more direct route between East Carolina University's east and west campuses.
- While it has traditionally been largely agricultural, Greenville has emerged as a center for eastern North Carolina in many ways. This growth creates its own challenges. These include encouraging desired growth while protecting and preserving neighborhoods and residential property values. Often there are competing interests with different visions for growth, especially between developers and neighborhood leaders. Some residents perceive the community as a city divided between old and new Greenville.
- The City continues to value open spaces and new park creation, but must do so with limited resources and competing needs throughout the City. In addition, many of its older buildings, parks and recreation areas need repairs, some of them significant. Balancing the needs throughout the City, along with the needs for repairs and new parks, is a challenge.
- Traffic and roads continue to need attention, with an emphasis on alternative transportation routes, bike lanes and greenways.
- Maintain and, as opportunities are presented, enhance Greenville's excellent financial condition.
- Greenville uses a two-year budget cycle which the City Council strongly supports and values.
- The 28,000 student East Carolina University campus is located adjacent to downtown where there are a large number of bars and nightclubs that attract young patrons (students and others) every weekend. The City's response has been to close the area to vehicular traffic every weekend and deploy a heavy police presence. This continues to be a controversial issue for the community.
- Although Greenville's crime rate is low, a few isolated serious crime incidents have resulted in the perception by some that the City has a serious crime problem.
- The Chief of Police and the Director of Public Works positions are currently vacant and the City has many long tenured employees. Succession planning and quality staff recruitment and selection skills are important



JOB REQUIREMENTS

The Minimum Job Requirements are:

Bachelor's degree in public administration, business, or equivalent required; master's degree in same strongly preferred; and at least five years of local government management experience preferably as a Deputy City Manager or City Manager in a full-service municipal government or comparable organization. Management level experience in both public and private sectors would be a plus but is not required. Proven financial and budgeting knowledge, skills and abilities are required.

Desired Professional and Personal Attributes:

The following are the desired professional and personal attributes of Greenville's next City Manager:

Ability to define issues and policy alternatives in clear terms, provide full, timely, transparent and equal information to all City Council members and then assist the Council to build consensus;

Non-confrontational, solution-oriented style while able to make difficult decisions when needed;

Ethical person with highest standards of personal and professional integrity;

Willing to earn the respect and trust of all critical stake holders;

Ability to maintain open dialogue with Mayor and Council about policy issues and other matters of public concern;

"Can-do," non-bureaucratic attitude especially as it relates to the provision of municipal "customer" services;

Addresses problems in a timely manner;

Experienced in downtown revitalization;

Demonstrated leadership track record in successful economic development efforts involving building and maintaining effective public/private partnerships;

Ability to work with tenured, professional management staff in effective manner without micro-managing them;

Creative, progressive, and "thinks outside the box"—and encourages City employees to do the same;

Knows what is going on, is outcome and performance focused, holds subordinates accountable to meet established performance goals;

Visible, accessible, approachable and personable with good listening skills and a sense of humor;

Self-confident without being an egotist;

Involved and visible in community while respecting the Mayor and City Council roles as the "face" of the City;

Strong intergovernmental relations skills with ability to work effectively with area municipal, county and state officials;

Ability to coach City Council and staff in appropriate role definition; backbone and sophistication to facilitate environment of healthy council/staff relations;

Intellectual curiosity, open minded and possesses a current breadth and depth of knowledge about city government;

Succession planning experience a plus;

Bureaucracy buster with ability to develop more efficient ways of delivering City services;

University town experience a plus.

COMPENSATION

The compensation for the City Manager position will be highly competitive. The starting compensation level is dependent upon the selected individual's qualifications and match with the desired attributes being sought by the City. The City will pay reasonable and customary moving expenses for the next City Manager, who is required to live within the city limits.

TO APPLY

In order to be considered for this position, please send your resume and cover letter with current salary by April 16, 2012 to slavin@bellsouth.net.

For additional information about this job, please contact:

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AN EQUAL OPPORTUNITY RECRUITER/EMPLOYER