



Office of the Town Manager
114. N Raiford Street
Selma, North Carolina 27576
Phone (919) 965-9841
www.selma-nc.com

PLANNING AND ECONOMIC DEVELOPMENT DIRECTOR

General Statement of Duties

Performs responsible administrative and professional work in planning, organizing, and performing the activities of the Planning and Economic Development Department.

Distinguishing Features of the Class

An employee in this class supervises and/or participates in all current and long-range community planning, infrastructure needs, administration of land development code, zoning administration, storm water and flood plain management, economic development and related work for the Town. Work involves developing and administering land use studies and zoning, subdivision and other ordinances, serving as technical advisor to the Town Manager, Town Council, Planning Board, Historic Preservation, and other boards and commissions, communicating with the public about Town planning projects, and responding to planning issues. The employee represents the Town with state and federal officials concerning economic development and proposals for establishing or revising ordinances and plans governing planning activities in the Town. Work requires the application of considerable professional and technical knowledge as well as the ability to formulate programs. The employee is subject to inside and outside environmental conditions. Duties are performed under the administrative direction of the Town Manager.

Duties and Responsibilities

Essential Duties and Tasks:

- Supervises and participates in the development and administration of zoning ordinances and assists the Planning Board and Town Council in developing a comprehensive zoning and land use plan; prepares and presents oral and written reports, including special maps, charts, and graphics, to assist officials in determinations; serves as staff assigned to the Planning Board.
- Supervises and participates in the administration of subdivision ordinances; receives preliminary maps from developers before improvements are made and submits to Planning Board and Town Council for approval; advises attorney, surveyors, developers, real estate agents, appraisers, and citizens on site information and application review process; provides technical review.
- Serves as the Economic Development Director for the Town; works with public/private partnerships for development and business assistance programs for existing and prospective businesses; works with county, town, state, and regional agencies on economic development programs and issues; develops and maintains certified sites; identifies and works with re-development areas; works on central business district revitalization including participation in Main Street program; revitalization and other activities; researches market trends and applies information to strategies.
- Revises or manages contracts to revise the long-range land use, transportation, environmental and other plans and presents to Planning Board and Town Council for approval; manages projects including coordinating consultants and writing reports; tracks state and federal regulatory requirements trends, and opportunities related to development and environment; preserves goals on land use plan by designing zoning, subdivision, and other planning ordinances to implement provisions of the plan.
- Supervises and participates in the development and maintenance of a GIS system with various overlays for use in mapping and data analysis for the Town.
- Supervises and participates in the administration of the zoning code, land development code, stormwater and flood plain management and related Town programs; supervises and participates in zoning inspections and code enforcement.
- Responds to various questions from citizens regarding planning and zoning compliance issues; facilitates

and mediates public disputes regarding land use policies.

- Researches, develops, and administers grants; prepares and monitors departmental budget.
- Plans and implements information technology necessary for the work of the department including GIS system.
- Represents the Town on various local and regional committees and commissions.

Additional Job Duties:

- Attends Town Council meetings as needed and/or required.
- Performs related duties as required.

Recruitment and Selection Guidelines

Knowledge, Skills, and Abilities:

- Thorough knowledge of the principles and practices of local and regional planning including current and long-range, natural resources, population, downtown development, transportation and corridor development, and other economic and social matters.
- Thorough knowledge of town, municipal, state, and federal laws pertaining to land use planning and development.
- Considerable knowledge of economic development principles and practices.
- Considerable knowledge of the application of information technology to the work of the department including knowledge and skill in the use of GIS.
- Working knowledge of effective supervisory principles, practices and related laws and regulations regarding personnel and budget management including knowledge of leadership, motivations, communications, conflict resolution, performance coaching and evaluation.
- Working knowledge of transportation planning.
- Skill in meeting facilitation, public presentations, and conflict resolution.
- Ability to analyze planning issues and present effective solutions.
- Ability to write and present professional and technical planning reports and papers.
- Ability to execute a comprehensive planning program.
- Ability to prioritize, manage, and organize a variety of planning activities.
- Ability to devise effective office operations and procedures.
- Ability to establish and maintain effective working relations with state and regional economic development, transportation, planning and other officials, town officials, developers, contractors, and the general public.

Physical Requirements:

- Must be able to physically perform the basic life operational functions of fingering, grasping, talking, hearing, and repetitive motions.
- Must be able to perform sedentary work exerting up to 10 pounds of force occasionally and/or a negligible amount of force frequently or constantly to lift, carry, push, pull or otherwise move objects, including the human body.
- Must have visual acuity to perform the following: site inspection, plan review, preparing and analyzing data and figures, accounting, computer, extensive reading, and using measurement devices.

Minimum Education and Experience:

Graduation from an accredited college or university with a four year degree in urban or regional planning or a related field, Master's degree (preferred) in planning, and considerable experience in professional town and/or regional planning and economic development; or any equivalent combination of education and experience.

Special Requirements:

- Possession of a valid North Carolina Driver's License.
- Prefer American Institute of Certified Planners certification (AICP)

The salary for this position is \$64,564-\$100,016. The hiring range is \$64,564-\$72,290 which is a Grade 23. Position is open until filled.

The Town of Selma's Application for Employment may be downloaded from the link <https://selma-nc.com/wp-content/uploads/2020/06/employment-application-3-13-2019.pdf>. The selected applicant will be required to complete a background investigation, pass a pre-employment physical and a drug-screening test. Applicants may submit a resume; *however, resumes are not accepted in lieu of a completed employment application.* It is preferred that all completed and signed Employment Applications be submitted via email to lblanton@selma-nc.com. Other acceptable methods of receipt are via hand delivery or U.S. Mail to the attention of Leigh Ann Blanton, HR Director, Town of Selma, 114 N. Raiford St., Selma, NC, 27576. Should you have any questions, please contact Leigh Ann Blanton either by email or phone (919) 965-9841, Ext 1005. The Town of Selma is an EEO/M-F/AA/ADA/Drug-Free Employer.

As required by law, the Town of Selma participates with E-Verify to determine legal employment eligibility status.