



# Winston-Salem

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# North Carolina



Invites Your Interest in Two Positions for

# Assistant City Manager



### The top attractions to visit in Winston Salem according to Tripadvisor travelers are:

- Old Salem Museums & Gardens
- Reynolda House Museum of American Art
- Kaleideum (formerly Children's Museum of Winston-Salem)
- Salem God's Acre Cemetery
- Truist Ballpark

### The best outdoor activities in Winston Salem according to Tripadvisor travelers are:

- Bethabara Park
- Salem Lake
- Quarry Park
- Bailey Park
- Hobby Park

### The most popular things to do in Winston Salem with kids according to Tripadvisor travelers are:

- Salem God's Acre Cemetery
- Old Salem Museums & Gardens
- Truist Ballpark
- Children's Museum of Winston-Salem
- Shell-shaped Gas Station

\* <https://www.tripadvisor.com/Attractions-g49680-Activities-Winston-Salem-North-Carolina.html>



## Advance your Career as an Assistant City Manager

- ✓ in a collaborative environment dedicated to engagement with internal and external stakeholders;
- ✓ in a City where elected and appointed officials have committed to developing opportunities through a lens of social justice, diversity, inclusion, and equity; and,
- ✓ in a City that is nationally recognized as an innovative arts and culture scene.

### Position Opening:

The City of Winston-Salem, NC is seeking adaptive leaders with excellent strategic thinking and community engagement background for **two Assistant City Manager (ACM)** positions. With the ability to lead competent staff and work effectively within the Council-Manager form of government, the successful **Assistant City Manager** candidates will have a track record of communicating a clear vision, community engagement and experience with diversity and inclusion, affordable housing, equitable economic development, and diverse portfolios. The new Assistant City Managers must be effective contributors to the Council-Staff partnership and have a strong commitment to the community goals desired by Citizens.

### About the Community:

Winston-Salem, often called the “City of Arts and Innovation,” is the County seat of Forsyth County and the fifth largest city in North Carolina. Forsyth County is the fourth largest county in the state. With a population of over 246,328, Winston-Salem is part of the Piedmont Triad region that also includes Greensboro and High Point and has a total population of over 1.6M. Demographically, Winston-Salem’s population is 45.9% White, 34.3% African American/Black, 14.9% Hispanic/Latino, 2.24 % Asian, 2.66% Other. The average age is 35, and average income is \$42,210.

A city of dual histories, Salem was a Moravian community in the 1700’s, and Winston was historically home to the RJ Reynolds Tobacco Company. Winston-Salem has grown into a vibrant community marked by a strong economy based on health care, higher education, research and service. The site of excellent higher education institutions such as Wake Forest University, Winston-Salem State University, UNC School of the Arts, Salem College, Carolina University, and Forsyth Technical Community College, Winston-Salem is located within easy access to the beautiful mountains and the beaches of North Carolina.

## About the Organization:

The City of Winston-Salem operates under a Council-Manager form of government. The City employs 2,425 full-time employees across 34 departments with an annual operating budget of more than \$470.6M across all funds. The City tax rate is \$.6374per \$100 of assessed valuation.

The City's core values of Accountability, Continuous learning and improvement, Equity, Fiscal Soundness, Integrity, Openness, Respect for all Citizens, and Teamwork are the basis for actions and decisions. They are the compass for accomplishing the City mission, vision, and objectives.

The City has dedicated resources to transparency and accountability for meeting City goals and objectives through the Office of Performance and Accountability.

### Strategic Priority Areas

The City is in the final year of a [four-year strategic plan](#), and the Council is undertaking a new strategic planning process. The current key priority areas are: Economic Vitality and Diversity, Livable Neighborhoods, Safe and Secure Community, Quality Transportation, Healthy Environment and Service Excellence.





## Assistant City Manager Position Overview:

Reporting to the City Manager, the Assistant City Manager role is one of four ACM positions and serves as a key member of the City Manager's executive team. ACMs participate in orchestrating strategic City priorities by engaging with a wide variety of staff, elected officials, citizens, citizen groups, nonprofits, and the business community. A successful ACM candidate must have past experience that illustrates a track record of innovation. The portfolio of the ACMs will be determined based on skills, interests, and abilities. Along with the other Assistant City Managers, the successful candidates will oversee a wide range of activities, multiple departments, divisions, and special projects and have a proven track record of success managing complex projects in one or more large governmental agencies including resolving sensitive, significant, and controversial issues.

## Key Priorities for the next Assistant City Managers:

- skillful application of equity and environmental sustainability lenses from project conception through decision-making and implementation;
- collaboration in solving the affordable housing crisis and persistent challenges of poverty in the City;
- proactive communication and engagement with a diversity of stakeholders including citizens, staff, non-portfolio department directors, Council members, and regional partners, in a manner that promotes the values of transparency, accountability, and understanding;
- a commitment to and track record of emphasizing customer service to effectively engage those who want to do business and increase access for citizens; and
- continuation of a team approach to staff leadership that supports staff to have passion about their work, meets high standards of performance, and works together in a unified fashion.

The next Assistant City Managers must be experts in effectively listening to stakeholders, balancing competing interests, and finding effective solutions to challenges. Staff development, building a culture of collaborative innovation, and consensus-building are the key leadership principles. Thus, strategic thinkers who are not merely consultative, but truly collaborative, will be needed to sustain this highly valued culture.

## Qualifications:

The successful **ACM candidate** will have a bachelor's degree (master's degree preferred) and eight years of increasingly responsible professional experience in municipal government management, including five years of administrative and supervisory experience at the senior or executive level, or other equivalent experience and education.

## The Successful Candidates:

- cut through the jargon of complex topics to make essential information about City projects accessible to all stakeholders;
- are knowledgeable of principles and practices of public administration to include planning; administration and supervision; and preparing and implementing proposals that affect the operations of City government;
- effectively cultivate an outstanding workforce through development and management of staff talent including experience in career development and succession planning while ensuring a commitment to diversity in staffing where the employees reflect the community they serve;
- have excellent track records in establishing and maintaining working relationships with diverse internal and external stakeholders such as City staff, City Council Members and other public officials, business and community leaders, and the general public through demonstrated personal community engagement;
- are skilled in leading cross-functional and cross-departmental teams using a collaborative, team-based style to resolve complex problems and capitalize on opportunities with creative solutions;
- think strategically and are experienced in articulating visions, cultivating buy-in, and implementing a Board's strategic priorities;
- possess executive level skills in interpersonal and written communications, strategic planning, finance and budget development, execution of business plans, interacting with the media, and intergovernmental relations;
- value and thrive on accountability through varied means including metrics and performance measures while holding high expectations of self and others and being a highly effective leader; and,
- proactively monitor and evaluate the efficiency and effectiveness of service delivery methods and procedures against metrics.



# Benefits

The City of Winston-Salem offers excellent benefits to our employees:

- Education Assistance
- Employee Assistance Program
- Employee Suggestion Program
- Family and Medical Leave
- Flexible Spending Accounts
- Group Dental Insurance
- Group Health Insurance
- Jury Duty Leave
- Life/Accidental Death Insurance
- Military Leave
- Paid Holidays
- Promotion from Within
- Retirement/Pension Plan (State of NC)
- School Leave
- Shared Leave
- Short-Term Disability Insurance
- Sick Leave
- Training
- Vacation Leave
- Wellness Program



Winston-Salem

## Salary range and Application Process:

The starting salary range is \$141,113-\$155,224. The City offers a comprehensive benefits package including a comprehensive wellness program. Learn more about benefits: <https://www.cityofws.org/706/Benefits>. Executive benefits include a car allowance, two weeks of executive leave, and provision of mobile devices. Winston-Salem residency is required within 12 months of appointment.

**To apply, go to**

<https://agency.governmentjobs.com/developmentalassociates/default.cfm> and click on the **Assistant City Managers – Winston-Salem** link. To learn more about the selection process, visit Client Openings (or copy and paste into your browser: <https://developmentalassociates.com/client-openings/>). All applications must be fully completed and submitted online via the Developmental Associates application portal – NOT the City’s portal, nor any other external website; it is not sufficient to send only a resume. Resumes and cover letters can be uploaded with the application. Application review begins June 15, 2021. Applicants must apply by June 20 to be considered. Finalists will participate in virtual interviews and skill assessments on July 15-16, 2021. Interviews with the City Manager will follow at a subsequent time.

All *inquiries* should be emailed to [hr@developmentalassociates.com](mailto:hr@developmentalassociates.com). Winston-Salem is an Equal Opportunity Employer.

The recruitment and selection process is being managed by [Developmental Associates, LLC](#).

