



Invites Your Interest in the Position of

TOWN MANAGER



NC Coastal Community Seeks Next Town Manager

- Are you a visionary and a compassionate leader committed to uniting communities around a cohesive vision?
- Are you passionate about inspiring and motivating highly effective teams to thrive and excel while delivering outstanding customer service?
- Are you experienced in working collaboratively and effectively within the Council/Manager model of government?
- Do you have leadership experience in a coastal community driven by tourism?
- Does it excite you to embrace the challenges and opportunities of tourism growth while maintaining and enhancing what community members find desirable?

If this describes you, then the NC Coastal community of [Wrightsville Beach](#) invites you to apply to be its next **Town Manager**. The Town Manager is responsible for leading this well-known, highly sought-after community with outstanding leadership skills through a period of opportunity and growth, executing the strategic direction of the town, and overseeing and managing all service delivery daily.

The next **Town Manager** is an inspirational, trustworthy leader who effectively models the appropriate municipal chain of command, naturally unites teams around shared goals, and facilitates the development of targeted objectives and critical metrics for staff to achieve. The **Town Manager** is passionate about developing connections and partnerships with key stakeholders, including but not limited to the Town Board, staff, community groups, residents, visitors, NC Inlets/Byways, CAMA, Flood organizations, NCDOT, local foundations, architects, and engineers and other stakeholders.

The ideal candidate for this position leads with a sense of urgency yet is a highly effective decision-maker known for their swift and considerate decision-making. Wrightsville Beach's next **Town Manager** will skillfully navigate and balance serving and meeting the needs of residents, ensuring a high quality of life while also addressing visitors' unique needs during tourist seasons.



With over 250,000 visitors annually, the Town of Wrightsville Beach is seeking a **Town Manager** with leadership experience in a coastal community driven by tourism.

About the Community

Nearly 300 years ago, the 640-acre track of Wrightsville Beach was purchased and recognized as the area's first "formal" ownership property. Wrightsville Beach was officially incorporated in 1899 with 40-50 seasonal residents. Its rich history as a prized tourist destination since the late 19th century continues today. Nearly 2,500 homeowners spend all or part of their time in Wrightsville Beach each year, while over 250,000 visitors visit the island annually.

On this island, nestled in the southeastern coast of North Carolina in New Hanover County, you'll find the state's most accessible beach with crystal blue waters, wellness and watersport activities, and impressive and vast dining and shopping opportunities. The community is vibrant with coastal charm and a haven for relaxation and retreat, yet adjacent to the bustling City of Wilmington. New Hanover County has a population of over 235,000 people and includes four municipalities: the City of Wilmington (its county seat), Wrightsville Beach, Carolina Beach, and Kure Beach.

Since the late 19th century, the Town of Wrightsville Beach has enjoyed a rich history as a prized tourist destination, which continues today.





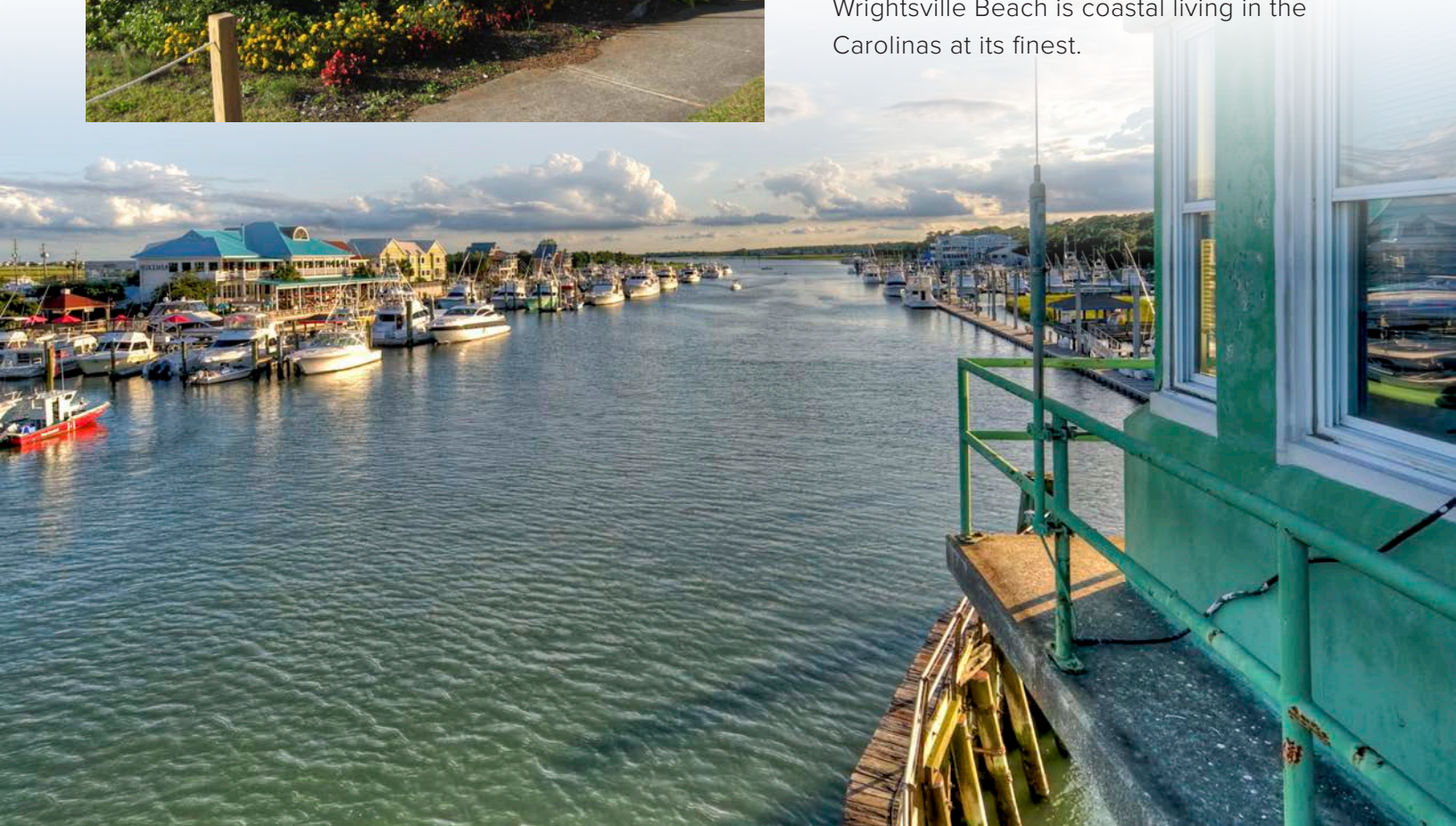
Above: "The Loop", a roughly 2.5-mile long path that circles through the very heart of town, is a popular destination for walkers, runners, and even four-legged visitors.

Below: Island Drive Park, one of six neighborhood parks and areas, offers serene views of Motts Channel.



Wrightsville Beach was named one of the best "SUP hubs" in the U.S. by Outside magazine and one of the top surfing towns in the world by National Geographic. This walkable island features resort amenities and many key attractions, including the Intracoastal Waterway, Masonboro Island, Johnnie Mercers Pier, Wrightsville Beach Marina, the Fred and Alice Stanback Coastal Education Center, and a one-acre award winning garden highlighting the entrance to the town and maintained by the Harbor Island Garden Club with support from the town. Live music can be heard from many local restaurants, taverns, and even the pier and marina long after the sun sets.

Permanent and temporary residents have chosen Wrightsville Beach for its extraordinary lifestyle. Across the island are mostly luxury homes, condos, waterfront, and beachfront properties that adorn the Intracoastal Waterway (below) and the Atlantic Coast. Possessing a warm charm and beauty and a tight-knit, friendly community, Wrightsville Beach is coastal living in the Carolinas at its finest.



About the Organization and Position:

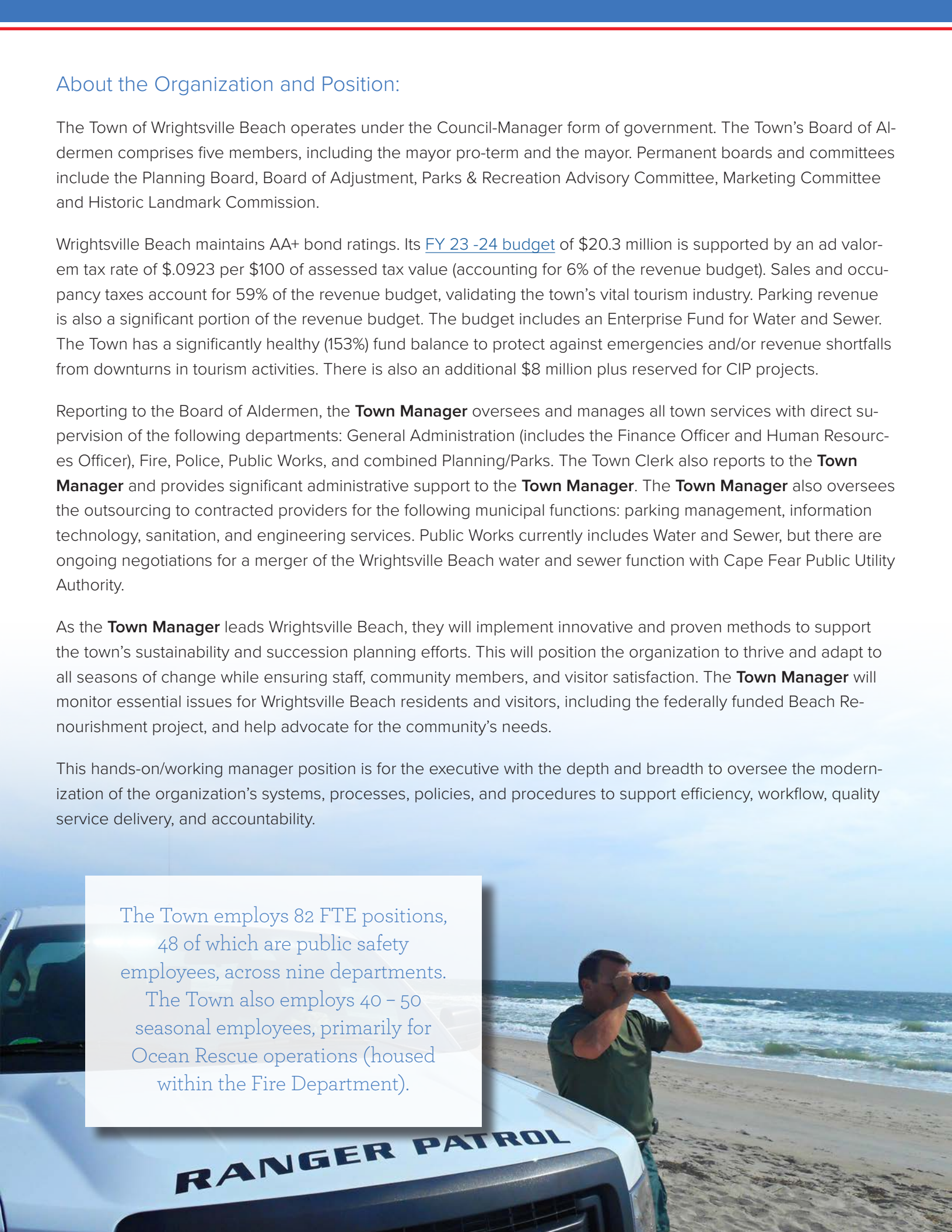
The Town of Wrightsville Beach operates under the Council-Manager form of government. The Town's Board of Aldermen comprises five members, including the mayor pro-term and the mayor. Permanent boards and committees include the Planning Board, Board of Adjustment, Parks & Recreation Advisory Committee, Marketing Committee and Historic Landmark Commission.

Wrightsville Beach maintains AA+ bond ratings. Its [FY 23 -24 budget](#) of \$20.3 million is supported by an ad valorem tax rate of \$.0923 per \$100 of assessed tax value (accounting for 6% of the revenue budget). Sales and occupancy taxes account for 59% of the revenue budget, validating the town's vital tourism industry. Parking revenue is also a significant portion of the revenue budget. The budget includes an Enterprise Fund for Water and Sewer. The Town has a significantly healthy (153%) fund balance to protect against emergencies and/or revenue shortfalls from downturns in tourism activities. There is also an additional \$8 million plus reserved for CIP projects.

Reporting to the Board of Aldermen, the **Town Manager** oversees and manages all town services with direct supervision of the following departments: General Administration (includes the Finance Officer and Human Resources Officer), Fire, Police, Public Works, and combined Planning/Parks. The Town Clerk also reports to the **Town Manager** and provides significant administrative support to the **Town Manager**. The **Town Manager** also oversees the outsourcing to contracted providers for the following municipal functions: parking management, information technology, sanitation, and engineering services. Public Works currently includes Water and Sewer, but there are ongoing negotiations for a merger of the Wrightsville Beach water and sewer function with Cape Fear Public Utility Authority.

As the **Town Manager** leads Wrightsville Beach, they will implement innovative and proven methods to support the town's sustainability and succession planning efforts. This will position the organization to thrive and adapt to all seasons of change while ensuring staff, community members, and visitor satisfaction. The **Town Manager** will monitor essential issues for Wrightsville Beach residents and visitors, including the federally funded Beach Re-nourishment project, and help advocate for the community's needs.

This hands-on/working manager position is for the executive with the depth and breadth to oversee the modernization of the organization's systems, processes, policies, and procedures to support efficiency, workflow, quality service delivery, and accountability.



The Town employs 82 FTE positions, 48 of which are public safety employees, across nine departments. The Town also employs 40 - 50 seasonal employees, primarily for Ocean Rescue operations (housed within the Fire Department).

Key Position Priorities:


- Facilitate a visioning and strategic planning process to develop short—and long-term goals and strategic priorities that proactively address the community's needs and opportunities while ensuring collaboration and community input throughout the process.
- Intentionally engage with community members, investing significant time and energy in establishing and maintaining relationships with various stakeholders and ensuring effective and transparent communication.
- Assess staffing levels, compensation, training, and work factors and advocate for short- and long-term solutions to improve morale, retention, and recruitment, prioritizing recruitment for essential vacant positions, and further positioning the Town as a competitive employer.
- Strategically address career succession and implement innovation in career development – showcasing a commitment to continued training and professional development for staff to build skills, achieve performance excellence, and develop staff for promotional opportunities and varied job assignments.
- Evaluate the varying needs and status of the town's current and future infrastructure and capital improvement projects, including the replacement of 3 main bridges and the transition of the water/sewer merger, and work with key partners and staff to oversee the progress and funding for all projects.

Qualifications:

A bachelor's degree in public or business administration or a closely related field from an accredited college or university **is required**. The candidate **must** also have seven or more years of successful and progressive supervisory and management experience.

Preferred qualifications include:

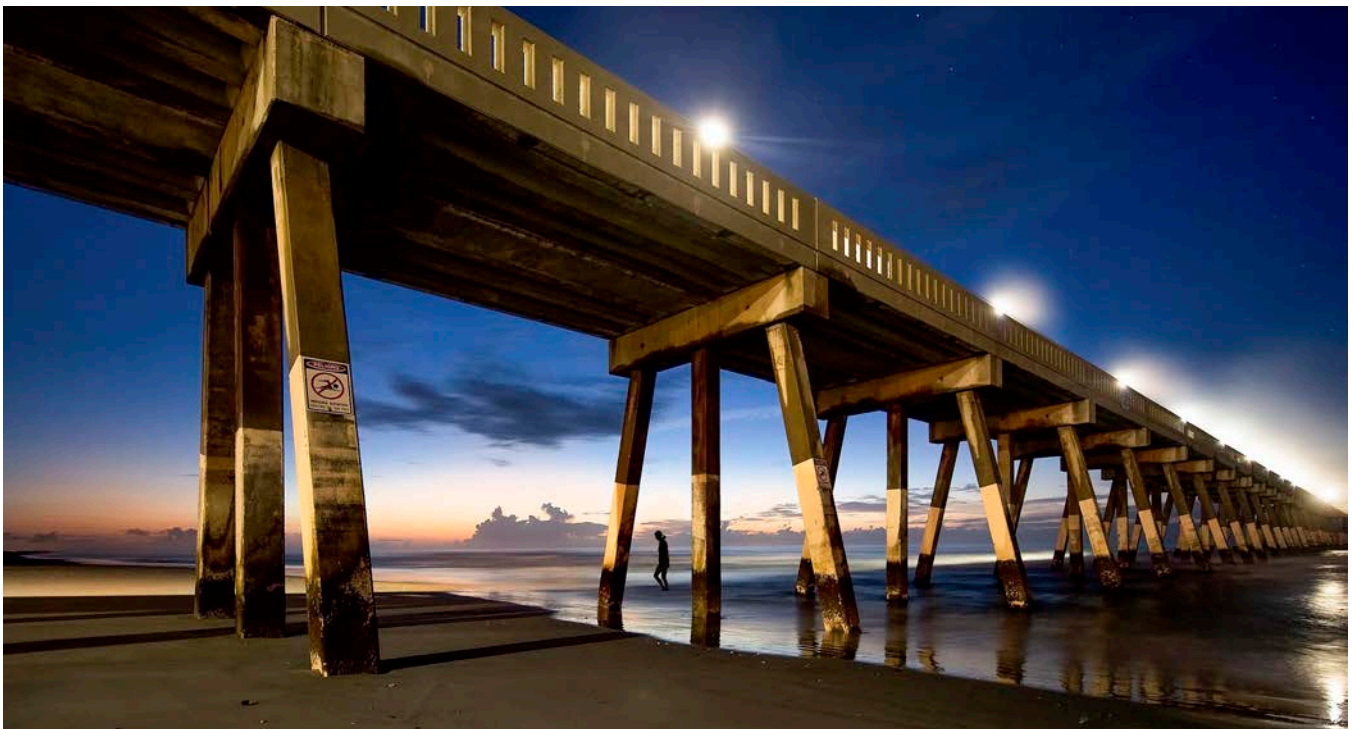
- A master's degree in public or business administration and/or ICMA credentialed management;
- Experience in North Carolina local government; and,
- Experience in coastal or resort communities.



One of the key priorities for the next **Town Manager** will be to evaluate the needs and status of the town's infrastructure, including the replacement of three main bridges.

The Successful Candidate is:

- knowledgeable of NC municipal laws and statutes and can easily transition into this municipal executive role and hit the ground running;
- one who maintains a robust network of relationships with business leaders, regional, state, and federal authorities, neighboring community leaders, New Hanover County leaders, etc. to leverage opportunities and mitigate challenges;
- a proponent of open and transparent government by proactively seeking opportunities to communicate in multiple forums and encourage community member participation and input;
- committed to the value of community member accessibility through community involvement and engagement with residents and visitors alike;
- experienced in developing and managing annual general and capital budgets;
- skillful at managing current Capital Improvement Projects and debt commitments while finding creative ways to increase revenue, manage expenses, and leverage existing funds for initiatives that may arise;
- an assertive consensus builder and adept at constructively advising and providing guidance to the Mayor, Board, and staff to carry out town initiatives;
- a responsive, detailed, and deadline-oriented professional who continuously monitors and engages in process improvement in a service-driven organization;
- resilient in the face of challenges by seeking innovative and creative solutions to problems;
- an excellent communicator both verbally and in writing, possessing well-developed interpersonal skills and abilities; and,
- disciplined and accountable by setting high expectations of self and others while being an influential and respected leader.



A well-known and much-loved landmark in Wrightsville Beach, Johnny Mercers Fishing Pier was the first concrete fishing pier constructed in North Carolina. The original wooden pier was built in the 1930s and was devastated, and subsequently demolished, after Hurricanes Bertha and Fran in 1996.

Salary and Benefits:

The hiring range for this position is \$140K —\$160K. The starting salary is negotiable based on experience and qualifications. The Town of Wrightsville Beach provides comprehensive benefits, including a 4% 401K match, state retirement, and health insurance.

To apply, please visit <https://www.governmentjobs.com/careers/developmentalassociates> and click on the **title of Town Manager – Town of Wrightsville Beach, NC** title. ***Please note the following:***

- All applications must be submitted online via the Developmental Associates application portal (link above) – NOT the town’s employment application portal or any other external website.
- Resumes and cover letters must be uploaded with the application.
- Applicants should apply by **June 17, 2024**.
- The hiring team will invite successful semi-finalists to participate in virtual interviews and skill evaluation on July 25 - 26, 2024. Candidates are encouraged to reserve these dates for virtual meetings should they be invited to participate.
- Direct *inquiries* to hiring@developmentalassociates.com.

The Town of Wrightsville Beach is an Equal Opportunity Employer.



The North Carolina Holiday Flotilla, held annually on Thanksgiving Weekend, features decorated boats, nighttime fireworks and whole lot of fun for the entire family!



Developmental Associates, LLC manages the recruitment and selection process for this position. To learn more about our selection process, visit <https://developmentalassociates.com/client-openings/>, select “Client Openings,” and scroll down to “Important Information for Applicants.”