



# THE CITY OF GOLDSBORO

Invites Your Interest in the Position of

# CITY MANAGER



## *Goldsboro, An extraordinary, diverse experience.*

The City of Goldsboro in Wayne County, NC, seeks a leader with impeccable integrity, outstanding leadership skills, and a track record of being an entrepreneurial, business-savvy, and visionary consensus builder to be their next **City Manager**. With the ability to build and inspire teams and maintain a culture of trust, transparency, and accountability, the successful candidate will have extensive experience creating a high-performing organization through partnering and collaborating with staff, community, regional partners, and the Council. This highly skilled, motivated leader and manager will wear multiple hats, emphasizing outstanding interpersonal engagement, excellent fiscal management, and economic development skills.

**The City Manager must relate well to the community, build relationships, and partner with an engaged Council to carry out the City's strategic priorities.**

### Community Description:

Goldsboro (population 33,804) is a city steeped in history and characterized by its diverse populace and vibrant community. When Wayne County was formed in 1789, the town of Waynesborough developed along the banks of the Neuse River around the county courthouse that was built there. In the late 1830s, the Wilmington and Raleigh (Weldon) Railroad line was built to the east of Waynesborough. At the intersection of the railroad and the New Bern Road, a hotel was built, and a community began to establish itself. This community became known as Goldsborough's Junction after Major Matthew T. Goldsborough, an Assistant Chief Engineer with the railroad line. The town of Goldsborough was incorporated in 1847, and the name officially changed to Goldsboro in 1869.

The City of Goldsboro became the county seat for Wayne County in 1847 and has expanded to an area encompassing over twenty-five square miles with a transportation center for the area's agriculture industry. The modern population represents a variety of racial and ethnic backgrounds\*: Black or African American: 53.3%, White: 36.2%, Hispanic or Latino: 5.5%, Asian: 1.8%, Native American: 0.2%, Two or more races: 7.1%. This diversity is not just statistical; it's woven into the fabric of everyday life, influencing the City's culture, cuisine, and community interactions. The median age of 36.7 years signifies a relatively young and dynamic population, brimming with energy and potential. However, the economic landscape is varied. While the median household income is \$47,005, the poverty rate of 20.8% and designation as a Tier 1 community underscores the economic disparities that a significant portion of the population faces. \*Source: Census.gov.

**Goldsboro is more than just a collection of buildings and streets; it's a community where people live, work, and play.**



Goldsboro's cultural scene is a vibrant mosaic, shaped by the diverse influences of its residents. Festivals, art exhibitions, and musical performances celebrate this diversity and foster a sense of shared identity. Residents take pride in their city and actively participate in community events and initiatives. The city offers a variety of recreational opportunities, from parks and trails to sports facilities and cultural centers. The nearby Cliffs of the Neuse State Park provides a serene escape for outdoor enthusiasts, while the city's numerous festivals and events bring people together for celebration and shared experiences.

The City of Goldsboro is the proud home of Seymour Johnson Air Force Base, home of the 4th Fighter Wing and 916th Air Refueling Wing. Seymour Johnson received the Commander in Chief's Installation Excellence Award – Air Force for 2001, the highest award given to a military base. Spanning more than five decades and five wars, Seymour Johnson AFB's 4th Fighter Wing is one of the most distinguished fighter units in the world. The 4th Fighter Wing of Seymour Johnson Air Force Base, N.C., puts airpower on target, on time for America. The wing is home to the multi-role, all-weather F-15E Strike Eagle and provides worldwide deployable aircraft and personnel capable of executing combat missions supporting the Aerospace Expeditionary Force.

The City's economic roots were deeply embedded in agriculture and manufacturing. While these sectors continue contributing, the City's economy has diversified in recent years. In addition to an engaged partnership with the Air Force Base, Healthcare, with institutions like Wayne UNC Health Care, and education with Wayne Community College, government services are now major employers. Seymour Johnson Air Force Base, located just outside Goldsboro, is a cornerstone of the local economy, providing jobs and stimulating businesses. The City is also making strides in attracting new industries and promoting entrepreneurship.



*Floating with friends is the perfect way to enjoy the Cliffs of the Neuse State Park's 11-acre swim lake, fed by a natural spring.*

*Center Street Jam (below), a FREE downtown summer concert series, is just one of the City's numerous festivals and events.*



*Photo courtesy of Seymour Johnson AFB*

Goldsboro values education as a catalyst for personal and community growth. Wayne Community College offers a range of academic and vocational programs, while the University of North Carolina at Chapel Hill's Highway Safety Research Center contributes to research and innovation. The city's public school system strives to provide quality education to all students, preparing them for future success.

Like any city, Goldsboro faces its share of challenges. Poverty, crime, and infrastructure needs require ongoing attention and collaborative solutions. However, the City's potential for growth and development is immense. Its diverse population, rich history, and strong sense of community are valuable assets. Goldsboro is charting a course toward a brighter future by leveraging these strengths and addressing its challenges head-on.



Goldsboro, North Carolina, is more than just a dot on the map; it has a unique identity, a rich tapestry of stories, and a promising future. It's a place where history whispers, diversity thrives, and community spirit shines. As Goldsboro continues to evolve, it remains committed to preserving its heritage, embracing its diversity, and creating a better quality of life for all its residents.



## About the Organization and Position:

The **City Manager** is responsible for implementing the policies of the City Council, directs business and administrative procedures, and appoints departmental officers. The City Council is comprised of a Mayor and six members representing six districts and serving four-year terms. The Mayor is a voting member of the City Council. This full-service municipality employs 496 full- and part-time workers and has an FY 2024-2025 budget of nearly \$86M. The tax rate for Goldsboro is \$.825 per \$100. This increase of 9.5 cents per \$100 for FY2025 was necessitated primarily by flat revenue growth and the implementation of a new pay plan for police and fire employees in March 2024 to stem recruitment and retention issues. Taxes were also raised in FY2024 by 5 cents and in FY2023 by 3 cents. Other than those three tax rate adjustments, taxes had not been raised since at least FY2010. Revaluation in Wayne County is planned for 2025, earlier than the 8-year schedule; the last revaluation was done in January 2019. The **City Manager** is supported by one assistant manager, the City Clerk, Deputy Clerk, Assistant to the City Manager, and Public Information Officer. The **City Manager** oversees 15 staff departments, including a theater.

The Strategic Plan establishes goals and metrics for ensuring the City moves forward. Goals include Safe and Secure Community, Strong and Diverse Economy, Exceptional Quality of Life, Racial and Cultural Harmony, and Model for Excellence in Government. Elected officials and staff strive to meet the goals by applying the organizational values of Professionalism, Integrity, and Customer-Focused.

The next **City Manager** must maintain and enhance the quality of life desired by residents while continuing to drive economic diversity, enhancing excellent local and regional partnerships, proactively planning and managing infrastructure investment, improving safety, and encouraging citizen engagement. Critical infrastructure projects include water/wastewater treatment plant expansion, a new public safety building, road improvements, and other capital projects. An ability to proactively assess issues and seek innovative solutions, including maintaining and developing partnerships, will be critical for success. A track record of innovation in delivering on strategic initiatives and increasing collaborations, effective governance, and service delivery is essential. More information about the City can be found [here](#).



One of the critical infrastructure projects the next **City Manager** will plan and manage is the construction of a new building for the city's **Public Safety Department**.

## Key Priorities for the Next **City Manager** Are:

- Enhance the manager/staff relationship and partnership with the City Council to improve collaboration and trust while also establishing, preserving, and protecting the reputation and image of the City and ensuring quality customer service delivery.
- Strategically and swiftly evaluate the social determinants of poverty, the unhoused, mental health challenges, and crime that impact the viability and vitality of the community by prioritizing safe, secure environments for residents and businesses to flourish through leveraging intergovernmental and private-public partnerships.
- Facilitate fiscal health and excellence through strategic leadership and innovation that ensures compliance with all required reporting, educating stakeholders on the impact of fiscal decisions on project adoption and completion, staff attraction and retention, economic development, job development, affordable housing, infrastructure maintenance, and planning; and,
- Conduct an organizational assessment to evaluate operations, staffing, and programs to ensure outstanding customer service, fiscal responsibility, and achievement of strategic objectives.

## Qualifications:

Candidates with a Master of Public Administration (MPA) or equivalent graduate degree, and ICMA-CM certification will be given preference over candidates with lesser credentials. Ten years of progressive management experience at division manager, department head level, or higher within a small to medium-sized municipal government organization is required. Five or more years of experience at the level of Department Head, Assistant City Manager, or City Manager experience is preferred. Prior experience in a military community is desirable.



## The Successful Candidate Is:

- strategic and innovative regarding areas for growth, new development, and redevelopment;
- a progressive leader with a proven track record in innovative municipal management;
- knowledgeable in utility service delivery and management;
- a professional who enjoys proactively engaging with the community, telling its story, advocating for opportunities, and marketing community strengths;
- effective in leading a diverse group of employees with varying backgrounds, tenures, and skillsets;
- one who models, communicates expectations, and holds employees accountable for delivery of excellent customer service to both internal and external customers;
- a constructive advocate for and provides guidance to the City Council in helping them achieve their vision and priorities;
- experienced in developing and supporting staff to achieve excellence and has developed organizational succession plans in preparation for turnover through retirements;
- experienced in evaluating and implementing opportunities to work with the City Council in order to strategically diversify the City's tax base while creatively assessing ways to increase revenue and manage expenses;
- 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 and seeks innovative solutions to problems;
- knowledgeable of principles and practices of public administration to include planning, administration, and supervision, and preparing and implementing proposals which affect the operations of City government;
- an excellent communicator, both verbally and in writing and possesses outstanding interpersonal skills both one on one and in groups;
- experienced in the areas of strategic planning, finance and budget development, critical thinking, administration, and intergovernmental relations;
- diplomatic in engaging with diverse stakeholders such as the school system, individual community members, community groups, Council members, employees, and regional, state, and federal authorities in order to leverage the City's opportunities and mitigate challenges;
- a spokesperson for the City, representing the City at local, regional, and state meetings such as ICMA and NCLM;
- skilled in utilizing and implementing methods of technology to improve processes, procedures, and communication across departments; and,
- a professional who values accountability and holds high expectations of self and staff while also being an effective and respected leader.

## Salary Range and Benefits:

The anticipated hiring range is \$180,000-230,000. Salary depends on qualifications. The City offers excellent benefits. In addition, the City has provided a health/wellness initiative for over 20 years. It employs a full-time Occupational Health Nurse who provides nursing services and monthly health beat sessions for city personnel. Salary commensurate with experience. Residency within City limits is required within a negotiated timeframe.

To **apply**, please visit <https://agency.governmentjobs.com/developmentalassociates/default.cfm> and click on the – **City Manager - Goldsboro** link.

- All applications must be submitted online via the Developmental Associates application portal (link above) – NOT the City of Goldsboro employment application portal or any other external website.
- Resumes and cover letters must be uploaded with the application.
- Applicants should apply by **February 12, 2025**.
- The hiring team will invite successful semi-finalists to virtual interviews and skill evaluations on **March 20-21, 2025**. Candidates are encouraged to reserve these dates for virtual meetings should they be invited to participate.
- Direct *inquiries* to [hireing@developmentalassociates.com](mailto:hireing@developmentalassociates.com).

The City of Goldsboro is an Equal Opportunity Employer and welcomes all applicants.

*Cliffs of the Neuse State Park*



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."