



**DANVILLE  
VIRGINIA**

# THE CITY OF DANVILLE

Invites Your Interest in the Position of

# ECONOMIC MOBILITY & OPPORTUNITY MANAGER



If you consider yourself a community-minded leader - both passionate and successful in supporting personal community development and opportunity for individuals - the City of Danville, VA invites you to consider applying to serve as the first **Economic Mobility & Opportunity Manager**. The City seeks a trustworthy leader who has the natural ability to energize and empower people and unite others around a common vision. Candidates will be highly interactive individuals who thrive on establishing and cultivating relationships with others. The **Economic Mobility & Opportunity Manager** will prioritize developing relationships with municipal partners and strengthening relationships with local institutions of higher learning.

The City desires a solution-oriented and highly motivated professional with demonstrable success in growing programs by expanding resources and securing funding outside of federal government dollars. With unclear federal funding for many similar programs in future, the **Economic Mobility & Opportunity Manager** will be challenged with strategically creating and implementing a short and long-term vision for securing unrestricted program funds to ensure viability and sustainability without reliance on governmental funding.

The next **Manager** is a strategic thinker with impeccable problem-solving and decision-making skills and will be tasked with improving coordination among stakeholders to ensure effective communication and compliance with state and federal regulations. A conscientious leader who seeks win-win solutions to solve problems, the Manager must forecast trends and is proactive in preparing for changes within the program's service areas.

Inspired by [success in Richmond, VA](#) cutting the City's poverty rate, this professional will serve as the public face of Danville's Economic Mobility and Opportunity initiatives in the community which closely align with Workforce Development and Community Development roles.



## About the Organization and Department:

Danville is an independent city in the Commonwealth and operates under a Council/Manager form of government. The city has a total budget of \$164.575M and approximately 1,100 employees working across thirteen departments. The **Economic Mobility & Opportunity Manager** reports to the City Manager's Office and will initially have no direct reports but must work closely with Economic Development, Community Development, and Social Services.

This position creates, directs, and manages a [work plan](#) designed to positively affect economic mobility in the community using background research, best practices, and strategies defined in the Economic Mobility Work Plan for the City of Danville.

## Key Priorities:

- Develops productive relationships with key agencies and stakeholders, serving on relevant committees and boards.
- Gathers local data about generational/intergenerational poverty, economic mobility, and community wealth building.
- Determines appropriate measures of progress; conducting a SWOT analysis of current service options and barriers to access.
- Identifies priority issues and develops a 3–5-year plan to address them.
- Provides regular data and progress updates with stakeholders and elected officials.
- Creates communication tools to publish key data, strategic plans, and progress updates with the community.



*From pizza and burgers to coffee shops and cafes, downtown Danville is the place to go for good food with good friends.*

## The Community:

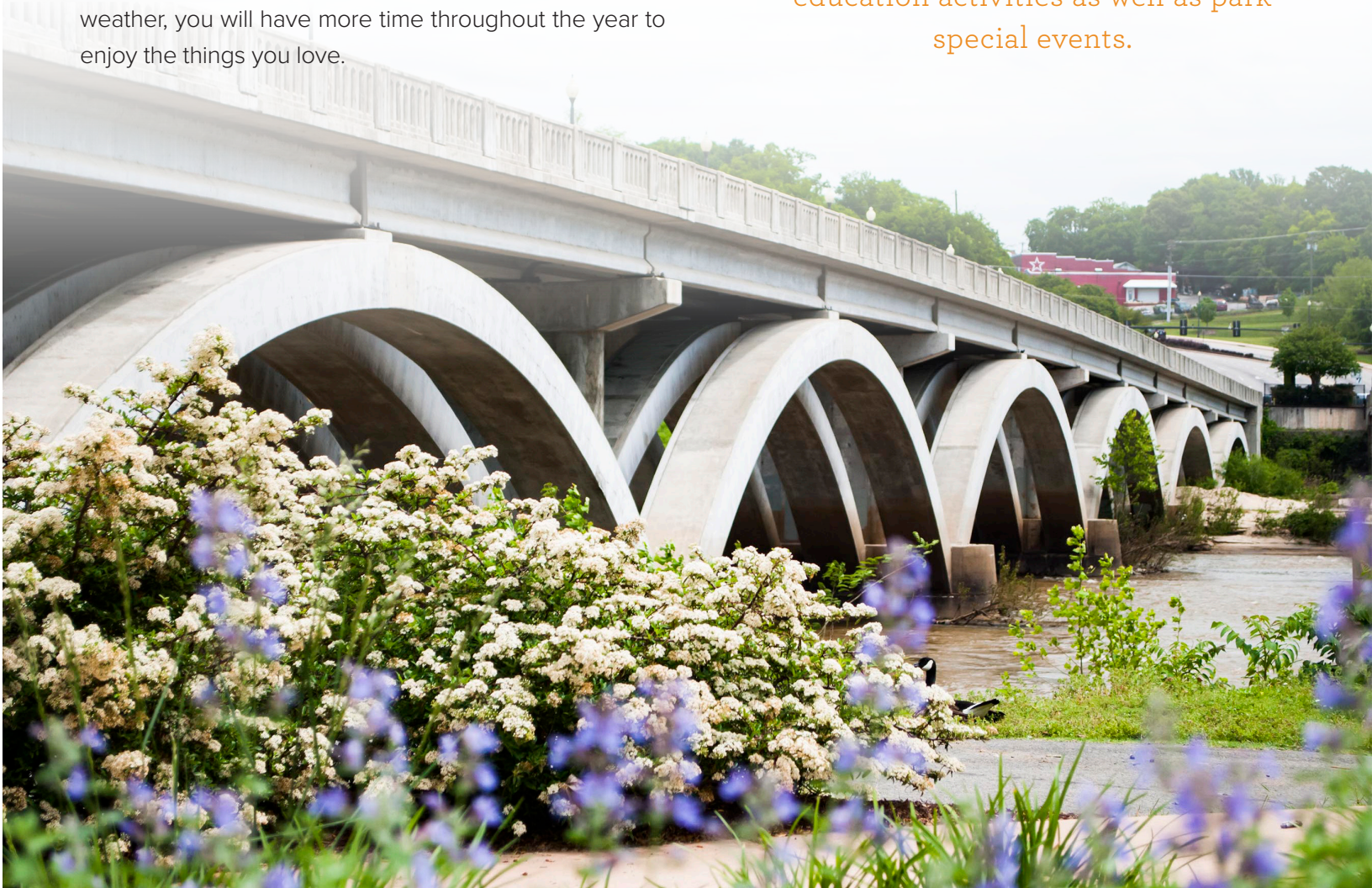
Situated on the Virginia-Carolina border with a population of 42,700, Danville enjoys a unique location. It's not only on the state border but also shares its boundaries with Pittsylvania County, Virginia's largest county in terms of land area, with an additional population of 60,833.

Danville's central position on the Virginia-Carolina border makes it an ideal starting point for exploring neighboring cities like Richmond, Virginia, or Charlotte, North Carolina, and captivating destinations like the Blue Ridge Parkway and the Mid-Atlantic beaches. However, once people discover all this region offers, they often find little reason to venture elsewhere.

Whether your interests include hiking and biking, kayaking a river or lake, taking in a show or concert, or just grabbing a leisurely dinner with friends, you will find ample opportunities in Southern Virginia. Consider the fact that your dollar goes further due to our low-cost living, and you will find that you can do more of the things you enjoy. In addition, with four distinct seasons of moderate weather, you will have more time throughout the year to enjoy the things you love.



The Danville Riverwalk (below) and mountain bike trail systems (above) host a myriad of trail events to include bike races, trail runs, charity walks, marathons, canine events and environmental education activities as well as park special events.



Southern Virginia was built on furniture, textiles, and tobacco manufacturing, attracting people from around the world to live and conduct business. However, between the 1990s and mid-2000s, these industries declined significantly, forcing the region to adapt and diversify its economy. In response to the loss of over 25,000 jobs, regional leaders developed a long-term strategy focused on workforce development, aiming to create higher-paying jobs and drive economic growth. Over the past two decades, this approach has fostered strong partnerships among local governments, educational institutions from Pre-K to college, and businesses. Additionally, investments in quality-of-life improvements have enhanced the region's appeal to residents, workers, and visitors. Since FY 2017, Southern Virginia



*Averett University offers its students a wide variety of sports to play and cheer on, including football.*



*Enjoying a cold beverage on a hot day with friends (both human and furry!) is a favorite way to pass the time in Danville.*

To learn more about what Danville has to offer, view this Regional Tourism Video!



has seen the announcement of nearly 7,823 new jobs and over \$3.145 billion in investment across various industries. Today, major employers across the region include Goodyear, Hitachi Energy, Intertape Polymer Group, EBI LLC, Press Glass, SOVAH Health, JTI Leaf Services, Caesars Virginia, Buitoni Food Company, EPL America, Monogram Foods, Litehouse Foods, AeroFarms, Drake Extrusions, Eastman, O-I Glass, Presto Products, and Tyson Foods.

This region boasts a robust network of healthcare providers, including hospitals, clinics, and urgent care facilities, all seamlessly connected to and surrounded by trauma centers equipped with heliports.

In addition to top-tier healthcare, Southern Virginia offers exceptional public schools featuring STEM and robotics programs and international baccalaureate schools. Furthermore, the region boasts private schools, military academies, and some of the nation's finest blue-ribbon schools. For those seeking higher education, Averett University and Danville Community College provide a range of continuing education and learning opportunities in the region.

Demographically, the city is 39.1% Caucasian, 52.2% African American, and 5.5% Hispanics of any race. The region has a civilian labor force of 18,024, with a participation rate of 52.9%. Of individuals 25 to 64 in Danville City, Virginia, 19.9% have a bachelor's degree or higher, compared with 35.1% in the nation. The unemployment rate for Danville City, Virginia, was 4.6% as of July 2023. The regional unemployment rate was higher than the national rate of 4.6%. The median household income in Danville City, Virginia, is \$40,177, and the median house value is \$117,390. The percentage of people in Danville with income below the poverty rate is estimated to be 24.6.

## New Development:

Significant and transformative developments are currently unfolding in Danville, specifically in two key districts: the River District and the Schoolfield District.

In the River District, the redevelopment of the former White Mill, now known as Dan River Falls, is a major focal point. This ambitious project is poised to encompass a substantial 110,000 square feet of commercial space, along with plans for 150 apartments. There is also a future phase in the pipeline, which will add another 50 apartments to this development. Notably, the initial phase alone is expected to bring in a minimum investment of \$90 million.

Adjacent to the Dan River Falls property, there is another exciting project taking shape: a four-acre Riverfront Park. This park is designed to offer a host of amenities, including an urban splash pad that doubles as an artistic fountain, a small performance area for cultural events, a river overlook for scenic views, an all-inclusive playground area, river access for recreation, and even a whitewater channel to add an element of adventure.

Transitioning to the Schoolfield District, a monumental development is underway—the Caesars Virginia destination resort casino. This extraordinary project boasts a staggering budget of \$750 million. The property's plans encompass 320 well-appointed rooms, complete with a full-service spa for relaxation, an inviting pool area, a state-of-the-art fitness center, high-quality bars, and a diverse array of restaurants. The gaming experience promises to be unparalleled, with over 1,300 cutting-edge slot machines, 85 live table games, and 24 electronic games to entertain patrons. The resort will also house a 48,000 square foot state-of-the-art live entertainment/convention space.

## Required Qualifications:

- A bachelor's degree with broad knowledge in a general professional or technical field related to community wealth building and poverty reduction; master's degree in human services, Social Services, or related field is preferred.
- Experience in poverty reduction efforts in urban areas and experience in education, financial literacy, housing, and/or community development preferred.
- One to three years of experience in a related area of community/ workforce development.
- An equivalent combination of education and experience may be considered in lieu of the specific requirements listed above.

### Artistic renderings of the 4-acre Danville Riverfront Park, which is currently under development.



*Playground*



*Riverfront area*



*Spray Plaza*

## The Successful Candidate Is:

- able to demonstrate personal responsibility and leadership initiative that led to success in developing and implementing economic mobility opportunities in current or past positions;
- skilled in developing trust among members of the community, stakeholders and employers while leveraging opportunities for collaborative problem solving and partnerships;
- knowledgeable of applicable federal, state, and local law, codes and regulations governing the administration of WIOA programs;
- passionate about building awareness of Community, Workforce and Economic Opportunity Development initiatives, advocates for and is effective in explaining services of the agency to regulatory bodies and programmatic partners, and effectively builds commitment with community stakeholders, nonprofits and employers for the programs being offered/sponsored;
- proactive in strategically assessing stakeholder needs to enable realistic goal setting, achievable tactics and effective solutions;
- experienced in developing, managing, and coordinating all financial operations through multiple funding streams and grants and ensures all investments and expenditures are handled and maintained according to City policy and direction;
- collaborative, entrepreneurial and innovative with programming design and development;
- an excellent verbal and written communicator with demonstrable ability to effectively facilitate meetings, present publicly, and provide professional and appropriate business level written information utilizing various media;
- skilled in diplomatically communicating and working with diverse personalities and populations – demonstrating well-developed interpersonal skills and abilities; and,
- disciplined and values accountability with high expectations of self and others, while also being an effective and respected leader.

*Danville River District aerial view*



## Salary Range and Benefits:

The full range is 85,526-\$149,000 (Midpoint \$117,263). Beginning salary will be commensurate with experience. The city provides an excellent benefits package. Visit <http://www.danvilleva.gov/286/Benefits> to learn more.

To **apply**, please visit <https://agency.governmentjobs.com/developmentalassociates/default.cfm> and click on the title of **Economic Mobility and Opportunity Manager – City of Danville, VA**.

### Please note the following:

- All applications must be submitted online via the Developmental Associates application portal (link above) – NOT the city's employment application portal or any other external website.
- Resumes and cover letters must be uploaded with the application.
- Applicants should apply by **March 10, 2025**.
- The hiring team will invite successful semi-finalists to participate in virtual interviews and skill evaluations on **April 8-9, 2025**. Candidates are encouraged to reserve these dates for virtual meetings should they be invited to participate.
- Direct *inquiries* to [hiring@developmentalassociates.com](mailto:hiring@developmentalassociates.com).

The City of Danville is an Equal Opportunity Employer.



*James F. Ingram Justice Center in Downtown Danville*



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."