



THE CITY OF WEBSTER CITY IS
SEEKING TO FILL THE POSITION OF

COMMUNITY VITALITY DIRECTOR

SALARY: \$46,000 – 53,000 (D.O.Q.)

PLUS, COMPETITIVE BENEFITS PACKAGE

THE CITY OF WEBSTER CITY IS AN EQUAL OPPORTUNITY EMPLOYER.

To apply, please complete a City of Webster City Application and submit along with a cover letter and resume. Applications can be obtained online at:

http://www.webstercity.com/departments/city_employment.php

First review: September 1, 2017
Open until Filled

For more information please contact the City's Manager Office at (515)832-9151.

COMMUNITY BACKGROUND



Webster City (population 7,788 – 2014 Census estimate) is a historic, full-service city in north central Iowa. Webster City was founded in 1850 under the name Newcastle and was renamed Webster City in 1856. Webster City is the county seat of Hamilton County. The city is surrounded by rolling hills and scenic recreation areas. Located 10 miles from I-35, 40 minutes from Iowa State University, and 60 minutes from Des Moines, Webster City offers a quality of

life and community values common in small town life with the services and amenities of larger communities. Webster City is known as ‘Boone River Country’ as the Boone River meanders along the east side of the city. Webster City’s downtown reflects the community’s past and features many historic buildings and revitalized storefronts in the charming main street district.

Webster City has a well-regarded K-12 school district as well as a parochial elementary school. The Iowa Central Community College provides higher education opportunities to residents and in partnership with Buena Vista College in Fort Dodge offers bachelor’s degrees. Webster City is the headquarters of several companies including Vantec, Van Diest Supply Company, Mary Ann’s Specialty Foods, Webster City Custom Meats, Seneca Foundry, Tasler, Perin Machining Company, and VeroBlue (newest addition). Webster City’s top industries are advanced manufacturing, plastics manufacturing, food processing, agricultural related products, aquaculture, and warehousing and distribution.

A recent addition in 2010 to the community is the Van Diest Medical Center, which is a \$35 million critical access hospital. Webster City has ten parks, two golf courses, indoor and outdoor community swimming pools, a recreation center, miles of walking trails, and many camping areas. Briggs Woods Park, located one mile south of Webster City, features a 70-acre lake with a sand beach and camping facilities. The county fair is held each year at the Hamilton County Fairgrounds in Webster City.



THE POSITION

This is a versatile position with a broad focus on helping to guide City initiatives ranging from economic and community development efforts to projects that enhance the quality of life of residents and promote a diverse economy and a vibrant workforce. The ideal candidate will have a background and understanding of economic development principles and community development strategies that promote sustainable growth and revitalization.

Reporting to the City Manager, the Community Vitality Director works together with members of the City's leadership team and shall be responsible for:

- The coordination and management of initiatives that directly and indirectly impact Webster City's quality of life and the community's economic resiliency and sustainability.
- The City's economic vitality initiatives and strategies that promote innovation, competitiveness and entrepreneurship in Webster City.
- Serves as an advocate for community and economic development in line with the City's comprehensive plan, zoning ordinances, and strategic goals of the City.
- Coordinates and supports efforts within the city organization, community partners, and stakeholders to foster the retention and growth of existing businesses and enhancement of business services.
- Oversees and organizes information for new and expanding businesses with regulatory issues, financing, processes, program referrals and business assistance questions.
- Develops and maintains an inventory of potential economic development related funding resources for public, private, and not-for-profit community organizations for City initiatives and development opportunities.
- Prepares funding proposals and applications, contracts and other necessary documents as may be required.
- Identifies and promotes opportunities for appropriate new development or redevelopment (residential, commercial, or industrial).
- Acts as liaison with property owners, developers, real estate brokers and others to promote economic development and match available properties with desired business activities.
- Assists with marketing efforts of the community through various platforms (print, social media, radio, etc.).
- Responsible for special projects as may be assigned that enhance the quality of life for residents in addition to attracting a diverse workforce and entrepreneurs to the community.

These are not intended to serve as a comprehensive list of all duties performed, only a representative summary of the primary duties and responsibilities. Incumbent may not be required to perform all duties listed and may be required to perform additional, position-specific duties.

OPPORTUNITIES

Business Growth

Webster City is at the epicenter of significant growth and change for the region. A new business, VeroBlue, and their fish farm operation in Webster City have begun major operations in 2017. Many other existing businesses are also seeking to fill openings. Additionally, a large hog processing plant, Prestage Farms, is being developed a few miles north of Webster City. Prestage Farms expects to create more than 900 new full-time jobs. Looking towards the future, the City will need to begin to plan



for the development of greenfield sites while not losing focus on the importance of revitalization of existing business corridors and established companies that have invested in the community.

Housing

In order to address the need for housing in the community the City is nearing completion of two new housing additions in the Brewer Creek subdivision with lots expected to be available for sale September of 2017. Private developers are also considering constructing multifamily housing in the near future. The City has also aggressively pursued redevelopment of infill lots and offers incentives for construction of new homes on infill lots.

Diversity

Webster City is a multi-cultural community. In addition to long term residents with ties to the region spanning multiple generations, Webster City is home to Laotian families who settled in Iowa after the Vietnam war and to a large Hispanic population. These newcomers have settled and been embraced in Webster City. Some have opened businesses in the community while others work in prominent industries in Webster City.



In addition to cultural diversity, the community is supportive of young professionals and entrepreneurs. The community is a melting pot of history, cultural diversity, home grown businesses, entrepreneurial spirit, and established and relocated generations from Millennials to the GI generation. The community's prosperity is grounded on having a diverse workforce. As such, it is vital to ensure that amenities and services such as a hospital and medical providers, daycare, great schools, access to higher education institutions, and leisure amenities are available.

Minimum Qualifications and Experience

The City of Webster City is seeking an individual with the ability to harness the positive energy and resources of the community to leverage stakeholders, attract entrepreneurs, stimulate growth, promote a diverse local economy, and cultivate relationships and resources.

Communications Skills

The ideal candidate should exhibit an open, honest, straightforward communication style combined with great written skills. The new director must be a good listener who deals with staff members throughout all levels of the organization in a consistent manner. The City desires an individual who is approachable and encourages open communication while balancing sensitive information and complex situations.

Personal Traits

The successful candidate will be considerate and even-tempered, bringing an energy and enthusiasm to the position, as well as a flexible “can-do” and resilient character. The Community Vitality Director will lead by example and demonstrate personal and professional integrity.

Education and Experience

Bachelor Degree in Public Administration, Business Administration, Economic Development, Urban/Regional Planning, Public Relations or related field from an accredited college or university required. Master’s Degree preferred.

3-5 years of increasingly responsible experience in economic development, municipal planning or related field.

Completion of a Basic Economic Development Courses (BEDC) or Certification in Economic Development (CECD) preferred

A combination of education and experience may be considered.

Physical Demands / Work Environment

Work is performed mainly in an office environment. The position will be required to attend functions outside of normal office hours and travel on occasion for meetings, conferences, or trainings. Travel beyond the city limits may occur.

This position is considered an exempt, non-hourly position.

The job description does not constitute an employment agreement between the employer and employee and is subject to change by the employer as needed.