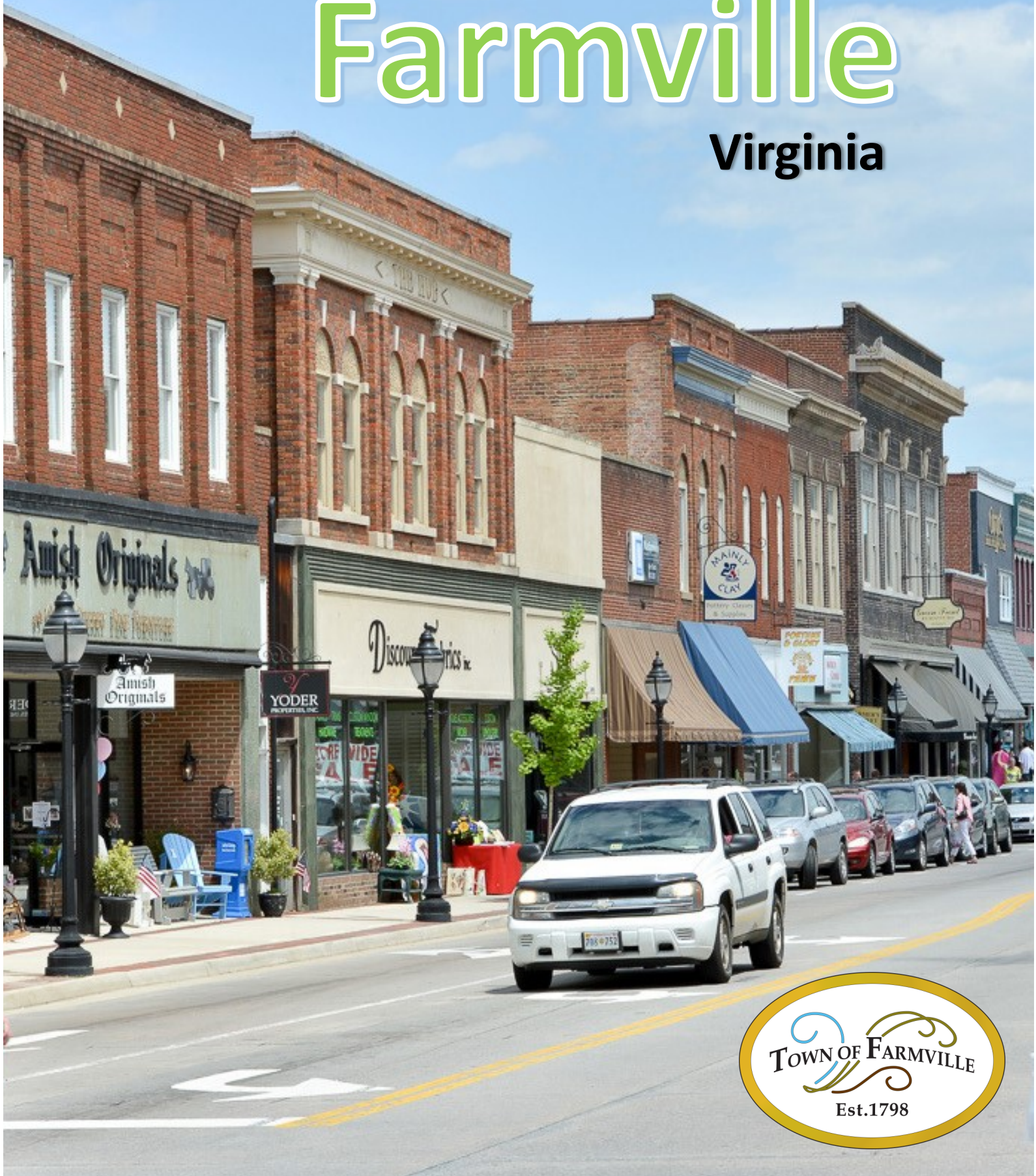


Director of Finance Recruitment Profile

Farmville

Virginia





TOWN OF FARMVILLE

The Town of Farmville is seeking an experienced financial professional to serve as Director of Finance. The Director of Finance reports to the Town Manager and is responsible for managing all Town financial operations.

This recruitment profile provides background information on the community, its government operations, and its aspirations. It also outlines the qualifications, experience and characteristics determined to be necessary and desirable for success as the Director of Finance.

Qualified candidates are encouraged to submit a cover letter and resume, with salary expectations and professional references, via email to Margaret M. Schmitt at mschmitt@farmvilleva.com

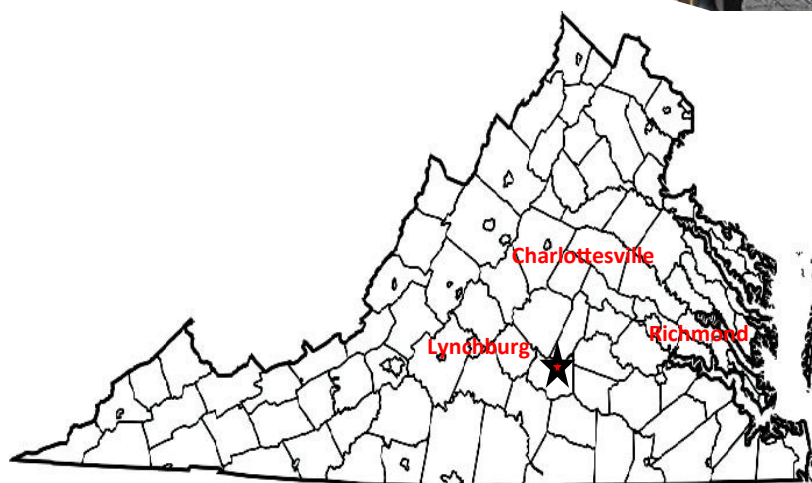


Farmville, VA

Community Background

The Town of Farmville is a center of trade, education, law, and finance for a seven-county area that makes up “Virginia’s Heartland.” Its residents describe it as “unique, vibrant, successful, and friendly;” “charming, yet progressive;” and, “possessing a sense of excitement and high expectations.” The Town is located in both Cumberland and Prince Edward Counties, at the intersection of Routes 15 and 460, in the Piedmont area of South-Central Virginia. The largest municipality between Richmond and Lynchburg, Farmville is within an hour of both, as well as an hour from the Charlottesville metropolitan area.

Farmville is one of the oldest two-college towns in the country. It is home to both Hampden-Sydney College and Longwood University. The Town of Farmville can justifiably claim to be, “Where the Civil War ended, and Civil Rights began.” It sits along “Lee’s Retreat,” a 100-mile, self-driving tour that traces the path of the opposing armies from Petersburg to Appomattox. High Bridge Trail State Park and Sailor’s Creek Battlefield Historical State Park commemorate two of the final battles of the Civil War.



The town is also a part of the Civil Rights Education Heritage Trail with the Robert Russa Moton Museum telling the story of a 1951 student strike that became a part of the Supreme Court’s historic ruling for desegregation in *Brown v. Board of Education* and helped to ignite the Civil Rights era. The former Moton High School is a National Historic Site and Virginia’s only civil rights museum, a thriving entity that honors and shares the community’s important civil rights history to a steadily increasing stream of visitors from around the region and nation.

Farmville’s vibrant and inviting downtown is characterized by historic buildings and unique shopping and dining experiences. A wide variety of shops, many offering locally crafted products,

cater to residents and tourists alike. Green Front Furniture and the Appomattox River Company bring visitors from across the Commonwealth to shop in downtown Farmville. The Farmville Farmers' Market is a popular destination to enjoy locally grown fruits and vegetables, meats, home-baked goods and hand-crafted items. The Town is a Virginia Main Street community, administered by "Farmville Downtown," a non-profit organization of local stakeholders with the mission of bringing together the residents, merchants, and students of Farmville to preserve downtown's role as the center of the historic community, and to plan for the future of Farmville as an exciting and profitable place to live, learn, open a business, and visit. The Farmville Industrial Development Authority works with Town officials and staff to attract and retain business in Town.

Opportunities for outdoor adventure abound in the Farmville area. The High Bridge Trail State Park, a thirty-one-mile trail for hiking, biking or horseback riding goes right through the town and offers a dramatic view from its bridge 125 feet above the Appomattox River. Wilck's Lake, a 150-acre natural area, including a 55-acre lake, is the head of the 4.5 mile Farmville Blueway, a protected stream corridor maintained for recreational canoeing and kayaking, that traces a path across the lake, into Buffalo Creek, and down to the Appomattox River with a take-out at Riverside Park. Local outfitters can provide bike, canoe, and kayak rentals. Three other nearby state parks and three state forests are also available for outdoor enthusiasts of all interests.

Farmville students attend Prince Edward County public schools, located just south of town. Fuqua School, a private, pre-kindergarten – 12th grade college preparatory school with a student population of more than 500 students from 13 counties, is also located in Farmville. Southside Virginia Community College offers post-secondary educational opportunities through a wide range of technical, vocational, and community service programs. In addition to Longwood University and Hampden-Sydney College, prominent state universities, The University of Virginia and Virginia Commonwealth University, and other private institutions are within an hour's drive of Farmville.



Farmville's population of 8,452 (2017) is approximately 67% white, 24% African American, 7% Hispanic and 1% Asian. Its demographics are heavily influenced by Longwood University students. The Median Household Income is \$36,703 (2017) and the poverty rate is 35.9%, both reflecting a high proportion of students. Regional employment is focused on higher education, public administration, health care, and lodging, food and retail services. Southside Community Hospital, an 86-bed, not-for-profit facility operated by Centra Health, provides healthcare to residents of the region.

Town Services and Government

The Town of Farmville provides an array of municipal services complementing the more broadly delivered services, such as public education and social services, provided by Prince Edward County. Services include general government administration, public safety, public works, parks, recreation, and cultural and community development. The Town also owns and operates a municipal golf course and regional airport. Town staff provide planning and zoning, building inspection, and erosion and sediment control services. The Public Works Department manages streets maintenance and snow removal, drinking water production and distribution, wastewater collection and treatment, and solid waste collection. The Farmville Police Department is responsible for law enforcement and emergency response is provided by the Farmville Volunteer Fire Department and the Prince Edward Volunteer Rescue Squad. The Farmville Emergency Communications Center provides centralized E911 call answering and dispatch services. The Farmville Area Bus also operates the Prince Edward County Transit (PERT) serving designated areas of the county. The Farmville Area Bus Paratransit Service is available to anyone who, because of a disability, is unable to use the fixed route transit system.

The Town of Farmville has 155 full and part-time employees, with an annual budget of approximately \$22.2 million, including a General Fund budget of \$13.5 million, a Street Maintenance Fund budget of \$1.7 million, a Water Fund of \$1.8 million, a Sewer



Fund of \$2.2 million, an Airport Fund of \$1.7 million and a Transportation Fund of approximately \$1.1 million.

The Town is governed by a seven-member Town Council and a popularly elected Mayor. Council appoints the Town Manager who is responsible for the day-to-day operations of the town government, appoints and supervises employees, implements policies and addresses priorities adopted by Council. While the current Charter includes a Town Treasurer appointed annually by City Council, an upcoming petition to amend the Charter will eliminate the Treasurer position in favor of a Director of Finance reporting to the Town Manager.

The Director of Finance manages the functional areas of Accounting, Payroll and Purchasing as well as supporting the Farmville Industrial Development Authority. The Director supervise an Assistant Director of Finance, five Account Clerks, two Meter Reader/Technicians, Purchasing Agent, and other professional and administrative staff.

Challenges, Issues & Opportunities

An immediate challenge and opportunity for the successful candidate will be filling a newly funded position resulting from recent organizational restructuring. The new director will have the opportunity to review financial operations, policies and procedures, to gain an understanding of the organizational culture, and to suggest and implement positive changes to enhance a tradition of service to the citizens of Farmville. The Town Manager understands that change may be needed and will expect and support the new director's initiatives in leading improved financial operations forward while respecting its culture and tradition. The department's staff takes great pride in its work and is dedicated to improving the organization. A combination of short- and long-term challenges and issues present the new director with opportunities to make an impact in these and other areas:

- The Town currently covers the general fund debt service by transferring funds from the water and sewer funds. There is a need to reduce the overall debt service and eventually relieve the enterprise funds from supporting general fund debt.
- There is a need for forecasting future tax increases or other methods of revenue to maintain core services and fund any future debt for capital improvements.
- There is a need for strong leadership and guidance of employees in the finance department.
- There is the opportunity to work with the Town Manager on reviewing current processes to reduce expenditures.
- The Director will take the lead in securing the Town's first bond ratings and obtaining the certificate of achievement for excellence in financial reporting award and distinguished budget presentation award from the Government Finance Officers Association.





Position Profile

Director of Finance, Farmville

Qualifications, Education & Experience

The following education and experience factors are the expected qualifications for successful performance:

- Bachelor's degree in finance, accounting, business administration, or related field from an accredited college or university is required, a master's degree is preferred.
- Extensive (5-10 years) public and/or private sector financial experience or a combination of equivalent education and experience. Successful candidates will possess a base knowledge of governmental accounting through direct operations and/or relevant work history.
- Working knowledge of generally accepted accounting principles (GAAP) as issued by the Governmental Accounting Standards Board.
- General knowledge of the principles, practices, and equipment of data processing; ability to become proficient in accounting software used by the Town (Edmunds GovTech) within 90 days of hire.
- Thorough knowledge of the principles and practices of a public purchasing system and understanding of the Virginia Public Procurement Act.
- Prior experience evaluating complex financial systems and efficiently formulating and installing accounting methods, procedures, forms, and records.
- Prior experience in the financial aspects of project management and with debt management is a plus.
- Thorough knowledge of the use of spreadsheets and other analytical tools to assist in the presentation of financial data in an understandable and usable format.

Personal Traits and Desired Characteristics

- Absolute integrity, ensuring ethical, equitable, honest, fair, open, and personable interactions with the Town Council, Town Manager and Town employees.
- Professionally competent, with confidence tempered by humility.
- Excellent communication and interpersonal skills, including the ability to listen and understand differing views.

Performance Expectations

- Short-term, immediate expectations will be to review financial policies and procedures, master the budget process, and gain a working knowledge of active capital projects.
- Attendance at all Town Council and Finance Committee meetings is required, including budget workshops and other meetings as determined by the Town Manager.
- A commitment to open and transparent government; promoting a positive and interactive relationship with Town officials, employees and stakeholders.
- Effective verbal and written communications with all stakeholders; presenting information in a form understandable to various audiences.
- A focus on promoting intra and interdepartmental communication, cooperation, and collaboration.
- Fair and equitable treatment of department employees and a demonstrated commitment to staff development, support and accountability.

Compensation & Benefits

Compensation for the Director of Finance will be competitive, depending on qualifications and experience. The successful candidate will be provided the Town's benefits package including the Virginia Retirement System (VRS), health/dental/vision insurance, paid time off, professional development support, and other benefits provided Town employees.

Application Process

Initial review of candidates will begin on June 6, 2021 with an anticipated hire date of July 1, 2021. It is anticipated that preliminary interviews with select candidates will be conducted in early June. Timely submittal will ensure the most advantageous review. To be considered, please submit a cover letter and resume, with salary expectations and professional references, to Margaret M. Schmitt, via email at mschmitt@farmvilleva.com Questions may be directed to:

Margaret M. Schmitt
HR Consultant
Town of Farmville
Email: mschmitt@farmvilleva.com
Mobile: (434) 851-5814

For Additional Information

Visit <https://farmvilleva.com/>

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