

# **ECONOMIC DEVELOPMENT DIRECTOR RECRUITMENT**



**CITY OF  
WILLIAMSBURG**

# ARE YOU READY TO CONTRIBUTE TO THE WILLIAMSBURG WAY?

We're searching for our next executive team member.

## THE POSITION

The City of Williamsburg is looking for its next Economic Development Director to lead its award-winning Economic Development Department. The Economic Development Director serves as a member of the City's Executive Team and manages the City's economic development and tourism development strategies in a fast paced environment with three team members. The position will have the specific responsibility for:

1. managing the City's overall economic development and recruitment strategies for new business attraction, redevelopment of commercial areas, and existing business retention and expansion
2. managing the City's tourism development and recruitment strategies and the City's \$5 million Tourism Development Fund to attract new and enhance existing tourism product and infrastructure
3. overseeing all aspects of the department functions including special projects and the promotion of the City as a premiere business and tourism location
4. serving as a City liaison to the Williamsburg Economic Development Authority, Tourism Development Grant Review Committee, Williamsburg Public Art Council, and Williamsburg Area Arts Commission

The position will offer a very competitive salary, depending on qualifications, as well as an excellent benefits package.

This is a rare opportunity to have a leadership role in an extraordinary local government. We invite you to come and be a part of history.

## THEN & NOW

Founded in 1632, Williamsburg was the first — and for a long time, the only — municipality in Virginia, making it the political, educational, and social center of the largest and wealthiest of the 13 colonies. In 1699, Williamsburg succeeded Jamestown, the first permanent English-speaking settlement in the New World, as Virginia's Colonial Capital. Here, the ideas of representative self-government took shape. Here, many of the leaders of the new American republic learned their statecraft. And nearby in Yorktown, independence was won.

Today, the City of Williamsburg is an independent city with a population of 15,425, as of 2020. It sits along the Interstate 64 corridor midway between Richmond and Norfolk/Virginia Beach — at the center of the Eastern Virginia region, which has a population of more than 2.5 million.

Greater Williamsburg, with its population of more than 94,000, has remained one of the fastest growing regions in Virginia over the past three decades.

## OUR PILLAR INSTITUTIONS

The City of Williamsburg is home to the second oldest university in the United States, William & Mary, and the world's largest living history museum, Colonial Williamsburg Foundation.

William & Mary, founded in 1693, is a premier public research university that is widely recognized for its outstanding academic reputation, beautiful campus and vibrant community. As a "Public Ivy" — one of only eight in the nation — William & Mary offers a world-class education at an exceptional value. The university is a major economic contributor in the City, employing approximately 3,000 full- and part-time faculty and staff, enrolling 8,900 students and owning about 22.6% of the City's land area.

Colonial Williamsburg Foundation is a 301-acre outdoor history museum with more than 600 original and reconstructed houses, outbuildings, shops, taverns, and public buildings. Known worldwide for its preservation and interpretation of the nation's founding, Colonial Williamsburg is the City's largest taxpayer and tourism driver. The Foundation owns 25.8% of the City's land area and employs about 1,500 people.

# EMPLOYMENT & ECONOMIC DEVELOPMENT

As of January 2019, the number of jobs in the City of Williamsburg was 13,832 with accommodation and foods services being the largest industry. The City continues to be a regional employment center, with nearly 11,000 in-commuters.

The Williamsburg area (City of Williamsburg, James City County, and York County) civilian labor force was 73,724 and the area unemployment rate was 4.6%, as of January 2019. Due to Williamsburg's close proximity to major metropolitan areas in Hampton Roads and Richmond, a workforce of 1.3 million are within commuting distance of the City, and residents share a wide variety of occupational and career choices. In the City of Williamsburg, over 95% of the population 18 years and older hold a high school diploma or GED. Moreover, of individuals 25 to 64, 52% have a bachelor's degree or higher, which compares with 32.3% in the nation.

The City of Williamsburg's economy is largely supported by tourism and education, with two world-class institutions, William & Mary and the Colonial Williamsburg Foundation, at the core. The majority of the approximately 750 business establishments within the City either fall into the retail trade or accommodation/food services category, which cater to the 6-8 million annual area visitors.

## LIFESTYLE

The City of Williamsburg boasts a broad range of leisure and recreational activities. Waller Mill Park is a 2,075-acre area located on the City's reservoir, and includes a 36-acre lake for fishing, boating, canoeing, and kayaking. Parkgoers can hike, bike, and walk trails; and visit the dog park.

The City is also home to two libraries, Williamsburg Regional Library and Earl Gregg Swem Library, offering more than 1 million volumes in their collections. Each is available for public use. Downtown, residents and visitors can shop in Merchants Square, where 50 shops, restaurants, and specialty stores are located.

Other popular cultural and leisure activities in the region include the Art Museums of Colonial Williamsburg, the Muscarelle Museum of Art, Jamestown Settlement and Island, Yorktown Battlefield and Museum, Busch Gardens Williamsburg, and Water Country USA.

## WHO SHOULD APPLY

A successful candidate is someone who has demonstrated the ability to promote effective relations among City officials, the business community, and the public. The ideal candidate is a creative thinker with a graduate degree in a related field and at least seven years of experience or an equivalent combination of education and experience. A Certified Economic Developer (CEcD) designation from the International Economic Development Council (IEDC) is preferred. The future Economic Development Director aspires to be a part of a model local government and to help construct the future of public service as a member of a unified team.

## HOW TO APPLY

To see the full job description, visit [williamsburgva.gov/jobs](http://williamsburgva.gov/jobs). Qualified candidates should submit a résumé and cover letter to:

Dawn Hicks  
Human Resources Director  
[dhicks@williamsburgva.gov](mailto:dhicks@williamsburgva.gov)  
401 Lafayette St.  
Williamsburg, VA 23185

The City of Williamsburg is proud to be an Equal Opportunity Employer.



## VISION STATEMENT

**One Williamsburg that is courageously leading,  
innovating a modern city, prioritizing safety  
and wellness, engaging with our partners,  
while connecting with the world.**