



Vinton is a friendly community, located in eastern Roanoke County. Over the years, the citizens and Town Council of Vinton have worked hard to retain a small-town atmosphere of friendliness and neighborliness. Vinton is a gateway to the Blue Ridge Parkway and Smith Mountain Lake, two of the region's best treasures. The town's citizens are proud of its history from its development as blue-collar rail town to the diversification of its economy into commercial enterprises. The town is a vibrant family-oriented community maintaining an atmosphere of nostalgia and cooperation. Vinton provides small town character with urban services and amenities located nearby. There are opportunities for outdoor recreation, such as sections of the Roanoke Valley Greenway network and the town's Tinker Creek Canoe Launch, which connects to the Roanoke River Blueway. Vinton is strong in community spirit, and we welcome the opportunity for you to experience it with us.

Director of Cultural Placemaking and Events

The Town of Vinton seeks interested and qualified applicants to serve as the Director of Cultural Placemaking and Events. This senior leadership position reports directly to the Town Manager and performs difficult professional and administrative work in planning, organizing, and directing the cultural events and activities of the Town.



The Director of Cultural Placemaking and Events oversees the operations of the Community Programs Department, as well as serving on the Leadership Team. The Director of Cultural Placemaking and Events provides leadership, advice, and consultation that significantly impacts the operations of the Department, and the Town as a whole.



The Department

As Director of Cultural Placemaking and Events, the successful candidate will develop, manage, and promote special events, recreational, cultural, and other related programs associated with the Town-owned community facilities. This position will also directly support the Downtown Business District by serving as the public relations and business retention liaison by working with existing businesses, the Vinton Area Chamber of Commerce, and other associated regional entities to enhance and maintain a welcoming and vibrant downtown for our residents, businesses, and visitors.

The successful candidate for this position will be an inspiring leader who embraces teamwork, collaboration, and the principles of high-performance organizations.

Education and Experience:

Graduation from an accredited college or university with a bachelor's degree in public administration, Parks and Recreation, Hospitality and Tourism, Economic Development, Marketing and Communications or related field. The ideal candidate should have experience sufficient to thoroughly understand the diverse objectives and functions of local government service delivery functions associated with the department and the ability to direct, coordinate, and oversee all related work, usually interpreted to require five to seven years of related experience.

Key Attributes of Ideal Candidate:

- Demonstrates integrity, trustworthiness, and respect and can build and maintain trust with others.
- Is an approachable communicator at all levels, actively listens, and provides opportunities for feedback.
- Demonstrates concern for employees, business owners, and residents.
- Promotes a collaborative, positive, team-oriented workplace— internally with employees, Town departments and Town Council; and externally with community partners
- Seeks, and is receptive to, feedback or input from others, utilizes information to motivate and implement change when needed.
- Understands multiple functions within the Community Programs Department and can provide support and guidance to the various divisions.
- Models' professionalism and expects professional behavior from staff, yet also has a sense of humor.
- Is committed to transparency through disclosure, clarity, and accuracy in communications with stakeholders.
- Is flexible, but realistic, and can motivate others to achieve positive change.



Knowledge:

- Principles and practices of public administration including thorough familiarity with public financial management practices and personnel management procedures.
- Budget development and management principles.
- Relevant federal and state laws, county ordinances, and department policies and procedures.
- Legislative processes related to local government.
- General laws and administrative policies governing financial practices and procedures.
- Practices, methods, and laws relating to local government bond financing.
- Laws, ordinances, and structural considerations relating to Town governments.

Skills:

- Supervision, management, and interpersonal relations.
- Human relations and communications including the ability to instruct, motivate and evaluate professional employees.
- Problem solving.
- Prioritizing and planning.
- Conducting research and preparing reports.
- Oral and written communication.
- Preparing and presenting public information, and public speaking.
- Operation and use of common office equipment including personal computers and copiers, and job-related soft- ware programs.

Abilities:

- Analyze complex problems and develop specific alternative solutions.
- Establish and maintain effective working relationships with Town Council, the department heads, and the public.
- Establish and communicate specific goals and objectives to be accomplished by the staff and to evaluate departmental performance.
- Develop long-range financial plans.
- Work independently and take initiative.
- Thrive in fast-paced, high-stress environments.
- Assess relative cost and benefits of potential actions.

Essential Functions: Director of Cultural Placemaking and Events

- Develops, coordinates, and promotes community special events and cultural programs, and assists other local and regional entities to host special events and programs.

- Prepares and publishes marketing and public relations information directed at increasing participation and creating awareness of special events, cultural programs, and all related community facilities, including but not limited to Social Media Posts, Media Interviews, Press Releases, Public Services Announcements, and Advisory Notices.
- Actively market facility rental and event opportunities (WM, CC, FM) via marketing programs and initiatives, and by establishing relationships and partnerships with potential or repeat clients including citizens, businesses, religious organizations, tourism agencies, chambers of commerce, event producers, and educational institutions.
- Prepares and oversees related operating and capital improvement budgets for the Department of Community Programs, including the War Memorial, Community Center, History Museum, and Special Programs.
- Attend Town Council meetings and other boards and commissions meetings as needed/requested.
- Collaborate with Town Administration and other related staff on policy issues impacting business development and retention.
- Writes and administers grants as applicable.
- Provides general oversight and employee managerial responsibility over the Town-owned community and cultural public facilities, to include the Vinton War Memorial and High Ground Monument, the Charles R. Hill Community Center, the Vinton History Museum, and the Vinton Farmers' Market.

Total Rewards - Compensation and Benefits

Salary – Expected Hiring range \$89,500—\$102,555 depending on education and experience. Compensation System incorporates market considerations.

- Retirement – participation in the Virginia Retirement System (VRS)
- Insurance Benefits for Health, Vision, and Dental through Anthem– The Local Choice
- Town-paid Life Insurance
- Holidays / Leave
 - 14 Days of Holiday Leave
 - Accrue at a rate 30 days of PTO annually.
- Supportive of work-life balance
- Hybrid Work Environment
- Relocation Expenses
- Qualifying employer for the Federal Public Service Loan Forgiveness Program
- Full time position, FLSA Exempt Position



How to Apply:

- Submit cover letter and resume to dcollins@vintonva.gov,

Questions?

Contact Donna Collins – dcollins@vintonva.gov/540.983.0604