

DIRECTOR OF COMMUNITY DEVELOPMENT

WOODSTOCK, VA





The **Town of Woodstock**, Virginia is seeking an experienced professional to serve as the Director of Community Development. This position is responsible for organizing, managing, staffing, and directing all planning and zoning functions for the Town, including site and development plan review activities. The position provides oversight to the Town's business development and marketing and events functions.

This recruitment profile provides detailed information about the Town and this opportunity. It outlines qualifications, experience and characteristics determined to be necessary and desirable for the position of Director of Community Development.

Qualified candidates are encouraged to submit a cover letter and resume with salary expectations and three to five professional references to the Berkley Group via email at karen.edmonds@bgllc.net. Applications will be reviewed as they are received, prior to August 29, 2025. Applications received after that date may be considered until the position is filled. Inquiries relating to the Director of Community Development position may be directed to:

Karen Edmonds
Berkley Group, LLC
P.O. Box 181
Bridgewater, Virginia 22812
Email: karen.edmonds@bgllc.net

ABOUT THE COMMUNITY

The Town of Woodstock, county seat of scenic Shenandoah County, has a population of 5,807 and boasts a historic, charming, safe, and bustling community. It is the center for retail, professional services, healthcare, and dining for the surrounding area. Woodstock is the fourth oldest town in Virginia and exemplifies the historic "main street" feel that many localities attempt to build. Community members and visitors are able to stroll in and out of locally-owned galleries, museums, restaurants, and shops, as well as take advantage of modern commercial conveniences.

Woodstock attracts a mixture of young families and retirees due to its close proximity to Washington D.C. and other Northern Virginia communities. And while many individuals still commute to Northern Virginia for employment, Woodstock has experienced increasing interest from young professionals, noting the friendly, small-town environment, recreational amenities in the area, and diverse housing stock. The quality of life that Woodstock offers surpasses that of any town of comparable size and includes festivals, concerts, children's activities and events, and a quality park system. Additionally, the North Fork of the Shenandoah River flanks Woodstock, along with Seven Bends State Park, and Shenandoah National Park. There are also numerous wineries and breweries, local artisans from potters to quilters, caverns, trails and scenic byways, kayaking, swimming, fishing, skiing, snowboarding, "pick your own" farms, farmer's markets, plant and tree retail centers and nurseries, historic battlefields, corn mazes, geocaching, hot air balloon rides, and much more!





ABOUT THE GOVERNMENT

The Town of Woodstock was founded in 1752 and operates under a council-manager form of government. The mayor is elected at-large for a term of four years, as are the six members of Town Council, with staggered terms. The Town Council acts as the Town's legislative and policy-making body and hires a Town Manager, who is responsible for implementing the policies and programs adopted by the Council. The Town has 61 full-time employees as well as part-time and seasonal employees. The employees of the Town provide high quality services including police protection, planning and zoning, marketing and events, public works (streets, water and sewer distribution, water treatment, wastewater treatment, park maintenance), urban tree canopy development, finance, human resources, and administration. We foster a collaborative approach to opportunities and challenges, and members of our leadership team work well together.

Woodstock has been the recipient of many outstanding achievement awards, notably from the Government Finance Officers' Association, Virginia Department of Health, Virginia Downtown Development Association, the Arbor Day Foundation, Department of Forestry, Virginia Rural Water Association, and Valley Conservation Council.

On a routine basis, Town Council adopts a Strategic Plan, which guides the work plans of individual departments. The Town's operating budget is approximately \$28 million, made up of a general fund, public utilities fund, and capital and debt service fund; and the Town's Planning Commission and Council have adopted a nearly \$50 million, five-year comprehensive Capital Improvement Plan to guide future investments in neighborhood connections and amenities, infrastructure improvements, and the tools and equipment to provide the highest quality service to the community. Additionally, due to a temporary fund from the American Rescue Plan Act, there are several large projects being implemented over the next few years. An exciting Mobilizing Main Street Program is in the works as well.

CURRENT TOWN INITIATIVES

The Woodstock's mission is to "provide high quality and efficient services, advance sustainable economic growth while emphasizing the Town's unique character, and promote a safe environment for an active and diverse community." After a pandemic and subsequent economic downturn, the Town is recovering with modest growth and a renewed interest in economic development. With a refreshed Strategic Plan, a new progressive Comprehensive Plan, and a newly adopted Master Plan for one of its beautiful parks, the Town balances strategy with projects and investments in water and sewer infrastructure and quality of life components. The Town continues to make those improvements, eyeing projects that increase walkability, emphasize green infrastructure, include quality building materials, and honor the beauty of the town's natural surroundings in public spaces.

Woodstock also continues to make investments in their talented workforce, including a classification and compensation study to keep the Town above the industry standard for employee pay and benefits. They convened an employee engagement committee, which spearheaded an employee survey to inform its work into the future. The Town offers high quality leadership and development opportunities to employees at every level. Because of these efforts, they are able to attract individuals who have specialized certifications and qualifications and rival larger localities in our region. Their goal is to continue human resources development by planning for staffing needs in the same way they plan for capital needs.



THE IDEAL CANDIDATE

The Town of Woodstock has recently reorganized its Community Development Department to more closely align with the Strategic Plan and better position the Town to address recent and expected residential growth, economic development opportunities, and downtown business and community development needs. The Director of Community Development position offers an exciting opportunity for someone to influence how to best achieve the goals set out for the department and the organization.

The Director of Community Development should:

- Be a forward-thinking leader who is able to foster a collaborative work environment and excellent working relationships with internal and external stakeholders;
- Have a comprehensive knowledge of theory, principles, and practices of urban planning and zoning with the ability to manage complex development review processes;
- Be able to communicate complex ideas to a broad audience of varying levels of understanding in both oral and written formats;
- Have a thorough knowledge of grant application and monitoring processes, as well as the ability to utilize geographic information systems (GIS);
- Possess strong knowledge of economic development strategies and community engagement principles; and
- Have the ability to make a meaningful and long-lasting impact on the growing Woodstock community!



ROLES AND RESPONSIBILITIES

- Directs planning and zoning functions for the Town and administers activities within federal, state, and local planning regulations and laws.
- Performs long-range planning by preparing comprehensive and small area plans, design guidelines, evaluating and amending related ordinances; performing other studies and reports involving complex research and compilation of data for written or verbal presentation to the planning commission, town council, community groups and other boards and committees as required.
- Reviews and analyzes complex land use applications including rezonings, special use permits, subdivisions, site plans, and other community requests; conducts research and compiles reports, presentations, and correspondence for the Town Manager, Town Council, boards and commissions, and general public.
- Supervises the enforcement and interpretation of applicable town codes, zoning and subdivision ordinances; notifies and consults with violators to resolve problems and correct deficiencies.
- Oversees business retention, expansion, and attraction programs and related economic development initiatives, and marketing and events activities.
- Fosters inclusive public participation in planning and development processes, ensuring diverse perspectives are represented; design and implement outreach initiatives to keep the community informed and involved in key projects and decisions.
- Supervises department employees; assigns and reviews work; acts on problems and complaints; instructs and trains employees; selects new employees; evaluates performance; recommends promotions, discipline, termination, and salary increases.
- Serves as staff liaison to Planning Commission; attends meetings of Town Council as needed and coordinates various planning- and zoning-related boards and committees; represents the Town in other local and regional meetings as directed.
- Prepares and monitors departmental budget; monitors and evaluates the effectiveness of department programs and services; and develops project recommendations for capital improvement program.
- Researches and applies for grants; oversees, coordinates, and manages applicable grant programs; manages projects as assigned.
- Maintains familiarization with current practices in land use design.



EDUCATION & EXPERIENCE

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

- Bachelor's degree in Planning, Landscape Architecture, Urban Design, Public Administration, or related field and at least five years' experience in planning or zoning administration, community development, landscape design, or equivalent combination of education and experience. Valid driver's license.
- Master's degree in Planning, Public Administration, Urban Design or related field preferred.
- AICP and/or CZA professional certifications preferred.

DESIRED ATTRIBUTES

- Comprehensive knowledge of the theory, principles, and practices of urban and regional planning and zoning;
- Ability to manage a complex development review process of rezoning applications, special use permits, and site plans to make comprehensive recommendations on complex land use decisions;
- Ability to establish and maintain effective working relationships with Town officials, associates, contractors, and the general public;
- Ability to utilize geographic information systems (GIS);
- Thorough knowledge of grant application and monitoring processes;
- Ability to communicate ideas effectively in both oral and written formats;
- Ability to write professional and technical planning reports and papers;
- Strong knowledge of economic development strategies and community engagement principles; and
- Familiarization with current best practices in land use design.



COMPENSATION PACKAGE

The Town of Woodstock offers an excellent benefit package, including full coverage of employee health insurance, and partial coverage for a dependent or family. In addition, the Town participates in the ICMA RC 457 deferred compensation plan, Virginia Retirement System (a defined benefit program), term life insurance, educational assistance, AFLAC, and competitive leave (vacation, sick, parental, bereavement, etc.). Employees with certification requirements can continue to maintain professional standards through continued training and education.

The anticipated hiring range for this FLSA exempt position is \$91,601 to \$119,081, commensurate with experience and/or special qualifications.

APPLICATION PROCESS

Qualified candidates are encouraged to submit a cover letter and resume with salary expectations and three to five professional references to the Berkley Group via email at karen.edmonds@bgllc.net. Applications will be reviewed as they are received, prior to August 29, 2025. Applications received after that date may be considered until the position is filled. Inquiries relating to the Director of Community Development position may be directed to:

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For additional information, please visit <https://www.woodstockva.gov/>

The Town of Woodstock is proud to be an equal opportunity employer.

