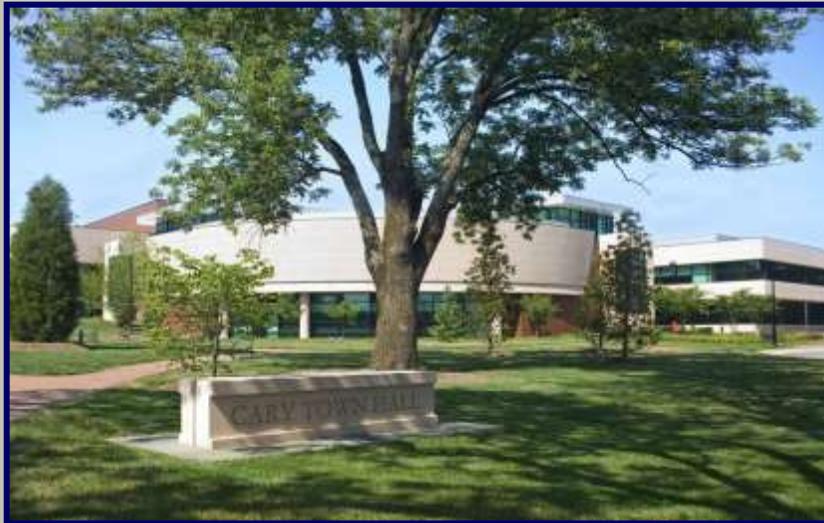


# Town Manager

*Town of Cary, North Carolina*

## Position Profile



To be considered, please submit a cover letter, résumé with salary history, and five (5) professional references online by visiting Waters & Company Executive Recruitment (WCER) website at <https://waters-company.recruitmenthome.com>.

**Application Deadline: Sunday, February 14, 2016**

## Town Manager Position Overview

The Town Manager is appointed by and serves at the pleasure of the Town Council. As the chief executive officer, the Town Manager provides leadership for Town staff and a variety of citizen-focused services while also directing the implementation of the Council's policies and overseeing all governmental operations. The position supervises all department directors while also advising the Council on all issues and preparing the Town's annual budget. Additional major duties and responsibilities include but are not limited to:

- ❖ Working with the Council to develop a clear vision for the future of the community; articulating a vision of excellence for the organization; working with the Council on planning and policy development to put the vision into effect for Town services and capital facilities
- ❖ Providing executive leadership for Town functions, coordinating the work of Town departments, ensuring effectiveness and efficiency of services; planning for future development and growth of services; working in collaboration with other governmental entities to provide professional and effective services to citizens
- ❖ Coordinating and working with the executive team and department directors to ensure policies and ordinances are fairly implemented and enforced



## The Community

**Mission:** *“At the Town of Cary we focus every day on enriching the lives of our citizens by creating an exceptional environment and providing exemplary services that enable our community to thrive and prosper.”*

The Town of Cary is a world-class community situated in the counties of Wake and Chatham and conveniently located adjacent to the State capital of Raleigh. As the seventh largest municipality in North Carolina, Cary has experienced healthy growth while still retaining its small-town values. With a nod to its heritage, Cary boasts three historical districts but also is cutting edge in its knowledge base. Cary is comprised of over 58 square miles and is considered a premier location to raise a family, work, start a business, or retire. Cary citizens appreciate the town's diverse neighborhoods, flourishing business community, abundant recreational opportunities, proximity to major cities, and award-winning school districts.



Incorporated in 1871, Cary originally began as a railroad town. Today, the town is home to over 153,000 residents, representing a 12.8% increase in population since 2010, and has a diverse make-up of citizens from many backgrounds. Recent statistics show the town to be 73.1% White, 13.1% Asian, 8.0% African American, 7.7% Hispanic or Latino, and 2.6% of two or more races.

In addition, 19.3% of Cary's residents are born in a country other than the United States, and 23% speak a language other than English at home. Median household income for the town is \$90,250, and the current unemployment rate is 4.7%, slightly below the national average of 5.3% and North Carolina's average of 5.5%.

The town's central location in the heart of the Research Triangle, an area that repeatedly ranks among the nation's top locations to start or expand a business, makes Cary home to world-class businesses. Information Services is Cary's largest employment sector, accounting for 20% of all jobs in town, and top employers include SAS, the largest, privately-held software company in the world with its worldwide headquarters located in Cary. Other top employers with headquarters in Cary include MetLife, Deutsche Bank Global Technologies, Verizon Enterprise Solutions, Kellogg's Snacks, Siemens Medical Solutions USA, John Deere, and Lord Corporation. This year, the town was selected as a Google fiber city. Many Cary residents work for companies located in Research Triangle Park, for State and County government, or for one of the many nearby universities including Duke, UNC, and NC State.

The Town's efforts to uphold the Council's four "Quality of Life Guiding Principles" allow Cary to maintain a strong sense of community.

# Town Manager Position Overview (Continued)

- ❖ Directing the development and administration of the Town's budget and capital program; seeking innovative and creative financing while making well-thought out and balanced recommendations concerning Town financial issues;
- ❖ Providing supervision of all senior management personnel including hiring, training and development, evaluation, counseling, and dismissal; promoting and following through on accountability for staff performance;
- ❖ Promoting the Town to the public and being involved in the community; providing community outreach related to Town operations; meeting and speaking with community groups, citizens, and other agencies about Town programs, services, policies, and initiatives; maintaining effective communication to keep citizens informed.



These guiding principles are:

- ❖ The Town of Cary is an exceptionally safe community.
- ❖ The Town of Cary maintains a small-town feel.
- ❖ The Town of Cary is defined by its distinctive sense of place.
- ❖ The Town of Cary actively builds community for all of its people.

Notable awards and recognitions include:

- ❖ 2014, Lowest Total Crime Rate in the United States, FBI Uniform Crime Report;
- ❖ 2014, #8 America's 50 Best Cities to Live In, 24/7 Wall Street;
- ❖ 2014, Top Town for Families, Forbes Magazine;
- ❖ 2013, #3 Best Mid-Sized City for Relocation, Movato;
- ❖ 2015, 32<sup>nd</sup> year awarded Tree City USA.
- ❖ 2007, Cary designated a North Carolina "Fit Community" for the first time, and in 2010 Cary was re-designated as a Gold-Level Fit Community, the first community in North Carolina to achieve this status;
- ❖ 2015, Designated as a Bronze-Level Bicycle Friendly Community and Walk Friendly Community;
- ❖ First in North Carolina to start a curbside recycling program 25 years ago.

## Recreation and Leisure

Recreation and quality of life are cornerstones of Cary's values as a community. Cary is dedicated to providing programs and services to residents that promote the value of healthy living, at a cost-effective level. Located within the town is an



extensive offering of 29 parks, 75 miles of greenways, and numerous adult and youth sports leagues operating throughout the year. Popular Town attractions and annual events include Martin Luther King, Jr. DreamFest, Lazy Daze Arts and Crafts Festival, one of the largest single-day arts festivals in the U.S, and the Diwali Celebration, an Indian cultural event.

In addition, the Town offers three community centers, a tennis park, a skate park, WakeMed Soccer Park, and the USA Baseball National Training Complex. Of note, Cary has hosted over 50 college championships thus far, with eight more scheduled through 2018 and it has positioned itself as one of the top locations for amateur-based athletic events in the nation.

## Educational Opportunities

Serving school-age children in the Town of Cary are the county public school systems of Wake and Chatham counties as well as a variety of private school primary and secondary alternatives. Both Wake and Chatham County Schools offer International Baccalaureate (IB) and magnet programs in their elementary, middle, and high schools.

## The Organization

The Town of Cary is governed under the council-manager form of government, with Cary citizens electing a seven-member Town Council. Four Council members are district representatives elected by residents of each district, while two Council members and the Mayor are elected at-large by all voters of the Town. Council members serve four-year, staggered terms.

Cary is also the first local government in North Carolina to implement Priority Based Budgeting, an ICMA-recognized leading best practice in local government. This method provides a comprehensive review of the entire organization, reviews each program, and evaluates the relevance of the program based on the goals the organization is trying to achieve.

The Town has adopted six goals against which it evaluates programs.

1. *Attractive, Well-Planned, and Livable Community*
2. *Economic Vitality and Development*
3. *Effective Transportation and Mobility*
4. *Quality Recreational, Leisure, and Cultural Opportunities*
5. *Reliable, Sustainable Infrastructure*
6. *Safe Community*

The Town provides a full range of services through 15 departments, employs 1,239 full-time employees, and has a Fiscal Year 2016 Operating Budget of over \$218 million. In addition, Cary possesses a Triple A credit rating by all three rating agencies, a coveted honor very few national entities possess. The Town also has achieved international accreditation of its Fire Department, national accreditation of its Parks, Recreation and Cultural Resources Department and national accreditation, along with the Accreditation of Excellence Award, for its Police Department.

Perhaps one of Cary's greatest attributes is the town's proximity to internationally renowned colleges and universities. Cary is strategically located within 20 minutes of North Carolina State University, the State's largest four-year college; the University of North Carolina at Chapel Hill, the nation's first public university; Shaw University and North Carolina Central University, two historically black institutions; and Duke University, ranked eighth among national universities by U.S. News & World Report. North Carolina's system of colleges has campuses throughout the state, and its tuition is among the lowest in the nation.

Other institutions within a relatively short drive from the town include Elon University, Campbell University, and Wake Forest University. The Town is also served by Wake Technical Community College, Central Carolina Community College, and Durham Technical Community College, all of which are located within an easy commute.

## Medical Care

Medical care provided to the residents of Cary include three hospitals located within Wake County: Duke Raleigh Hospital, an affiliate of Duke Medicine, Rex Hospital, and WakeMed Cary Hospital. In addition, there are many primary care physicians and dentists and specialists located in town.

## Major Challenges for the New Town Manager

The following list of challenges is representative of issues the Town Manager will lead and manage early in his/her tenure. The list is not intended to be all inclusive.

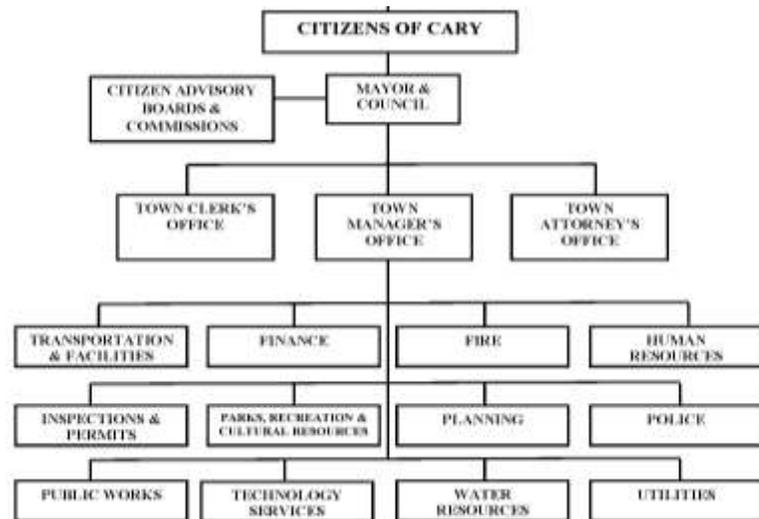
- ❖ **Redevelopment and Infill Development.** The Town of Cary, while continuing to grow, is challenged with the need for redevelopment of key areas of the community while tastefully fostering infill development in existing neighborhoods. The new Town Manager, working with the Mayor and Council and the community, will be tasked with identifying prime redevelopment and infill opportunities and ensuring that opportunities, when presented, result in a maximum benefit to the community.
- ❖ **Fiscal Management.** Like most other localities, the Town of Cary is challenged by the current economic environment, an aging population, and a slowing of revenue expansion. Citizens continue to expect a high level of service. Consequently, the Manager will guide staff and the Council in providing services more efficiently while managing citizen expectations.
- ❖ **Maintaining a High Level of Customer Service.** The new Manager will need to become a part of the customer service driven environment that is the Town of Cary, encouraging an open, accountable organization that holds true to its values in existing to serve its citizens.
- ❖ **Succession Planning.** The Town of Cary has developed a strong reputation for the quality of its services to both visitors and year-round residents. The Town's workforce, like that of many other localities, is growing in years of experience, and many on staff will be eligible for retirement in the next several years. The new Town Manager will find it necessary to develop a plan to deal with the potential departure of many senior-level employees at all levels of the organization to ensure that the community maintains its current level of service and experiences a seamless transition as employees retire.

## Leadership and Other Key Characteristics

The most important leadership, management, and personal characteristics that Cary's new Town Manager should possess, as identified by the Town Council, include:

- ❖ Consummate, well-respected professional in local government management who is thorough in preparation of creative solutions to complex problems;
- ❖ The ability to challenge the Mayor and Council in reaching to achieve the Town's vision and working with staff to implement goals and projects that realize the vision;
- ❖ Strong team leader who is service-oriented in approach to working with the public, the Mayor, and Council;
- ❖ A professional who embraces the mission, vision, and values of the Town and, in partnership with staff, upholds them; articulating a vision of organization excellence and inspiring staff and the community to high levels of achievement;
- ❖ Capable of sound decision-making; fair in approach yet firm in application of policies, rules, and laws when needed;
- ❖ Creative, flexible, energetic, approachable, consensus builder who shows respect and interest in others;
- ❖ Ability to help build consensus among staff and elected officials and make decisions consistent with organizational goals and values;
- ❖ Ability to develop and maintain effective working relationships with other governmental jurisdictions, the Town Council, elected and appointed government officials, community groups, employees, and the general public;
- ❖ A good listener who enjoys working with a wide variety of people and is customer-service oriented;
- ❖ Apolitical and objective in dealing with issues;
- ❖ Takes risks, accepts responsibility for failures, and learns from the experience.

## Town of Cary Organizational Chart



## Education and Experience

The successful candidate will possess a bachelor's degree in public administration, business management, or related field with significant broad and diversified managerial experience in planning and directing major programs of local public services. A minimum of 10 years of senior management experience in a comparable or larger municipal, county, or related organization is required. Past local government experience of the candidate must show a high level of interest and success in areas that include economic and community development, public finance, working with and understanding the needs of the community, and building Council and community consensus. ICMA Credentialed Manager status is encouraged, and a commitment to continuous learning and a demonstrated ability to manage change are important considerations.

## Compensation and Benefits

The salary for the position is negotiable dependent upon the candidate's qualifications and experience. Benefits include but are not limited to: participation in the North Carolina Retirement System; vacation and sick leave; medical, dental, and vision insurance; five percent employer contribution to 401(k) or 401(a); tuition reimbursement; and professional dues and conference expenses. Relocation expenses may be negotiated. Residency is required within a negotiated period of time.

## Application and Selection Process

The application deadline for the position is Sunday, February 14, 2016. To be considered, please submit your cover letter, résumé with salary history, and five professional references online at <https://waters-company.recruitmenthome.com>. Following the filing date, résumés will be screened by Waters & Company based on the criteria established by the Town of Cary. The Town will review recommended candidates who most closely meet the established criteria, and finalists should be interviewed in Cary during the month of March 2016. For more information, please contact **John Anzivino** at [richmond@waters-company.com](mailto:richmond@waters-company.com).

*The Town of Cary is an Equal Opportunity Employer.*