The City of Rowlett, Texas, located along the shores of Lake Ray Hubbard, is home to over 67,000 citizens who enjoy a high quality of life. Rowlett offers excellent schools, beautiful neighborhoods, a variety of dining and shopping choices, quality healthcare facilities including the award-winning Baylor Scott & White Medical Center-Lake Pointe, superior utilities highlighted by fiber to every home, and a high standard of public safety delivered through our professional Police, Fire Rescue, and EMS personnel. Rowlett was ranked 24th in the Best Places to Live in America by CNN Money Magazine in 2010, was named America’s Best Small City To Move To by Movoto Real Estate in 2013 and consistently ranks among the Safewise Top 50 Safest Cities in Texas.

While all points of the DFW Metroplex are easily accessible via Interstate Highway 30, the President George Bush Turnpike, and DART Light-rail, Rowlett residents have plenty of reasons to stay close to home. Situated on the shores of Lake Ray Hubbard, this community offers residents boating, fishing, waterskiing and windsurfing opportunities, or simply a beautiful area for a family outing.

Rowlett’s future growth opportunities are bright. Sapphire Bay, a stunning 120-acre peninsula situated on the best spot on Lake Ray Hubbard, could potentially see a level of development exceeding one billion dollars in new investment with amenities not currently seen on the eastern edge of the DFW metroplex. This project, combined with several others already approved or under construction, will keep Rowlett busy for years to come. The projects are a direct result of the community’s Realize Rowlett 2020 vision and will represent high quality development under the City’s form-based code. Rowlett is truly On The Move!

City of Rowlett Vision
A well-planned lakeside community of quality neighborhoods, distinctive amenities, diverse employment, and cultural charm. Rowlett: THE place to live, work, and play.
Responsive Government
Incorporated in 1952, the City of Rowlett is a full-service municipality that operates under a home rule charter and functions under the Council/Manager form of government. The City Council is composed of a Mayor and six Councilmembers, all serving staggered three-year terms. The City Council appoints the City Manager, City Attorney, Prosecuting Attorney, Municipal Judges, and the City Secretary. The City Manager is responsible for the daily management of the City.

Organization Overview
The City of Rowlett is a full-service municipal corporation that includes the following departments: Police, Fire Rescue, Financial Services, Public Works, Community Development, Information Technology, Parks and Recreation, Library Services, Economic Development, Human Resources, and City Secretary’s Office. The City’s Fiscal Year 2020 Annual Budget totals $142.7 million and its primary revenue sources include property taxes, sales taxes, charges for service, and franchise fees. The City is rated AA by Standard and Poor’s Rating Group and Aa2 with Moody’s.

The Economic Development Department
The Economic Development department has a strategic focus on diversifying Rowlett’s tax base through job creation and the implementation and promotion of the Realize Rowlett 2020 vision. The department budget is approximately $700,000, which includes three fulltime staff members with administrative support through the Community Development department. An Economic Development 5-Year Strategic Plan helps guide the department activities.

- The Department is currently managing nearly $1.5 billion in private investment projects City-wide.
- The Department utilizes various economic development tools to successfully compete for private investment, including TIRZ, MMD, Chapter 380 Agreements, PID and a Council-adopted Incentive Policy Statement.
- The Department has strategic initiatives associated within all Realize Rowlett 2020 growth areas.
- The Department is active in various national, state, regional and local organizations, including State of Texas, Texas One, Team Texas, TEDC, IEDC, NTCAR, DFW Chamber Marketing Team, Rowlett Chamber of Commerce, etc., as part of its strategic outreach efforts.
- The Economic Development Advisory Board assists with strategic initiatives in collaboration with the Rowlett Chamber of Commerce.
Position Overview

The Assistant Director of Economic Development is responsible for the strategic execution and leadership to continue with the implementation of a plan for the continued development of the economic goals of the City. This position will oversee and manage day-to-day programs supporting the City’s Economic Development Strategic Plan and ensure successful implementation of the community’s vision plan, Realize Rowlett 2020.

Develops and oversees the creation of web-based, print and social media marketing campaigns for both promotional and informational purposes. Includes management and oversight on various TIRZ, PID and MMD districts and Boards. Interacts with various City departments by collaborating on development projects to ensure timely permitting and commencement of construction or expansion. Manage staff in developing and executing measurable goals, reporting standards and benchmarks aligned with the department mission and objectives.

The Assistant Director represents the City at appropriate civic, cultural, charitable, business and community activities, and serves on boards, commissions, committees and organizations related to critical goals and interests of the City.

Strategy & Planning

Specific goals and objectives for the new Assistant Director of Economic Development to study, consider, address and accomplish include:

- Assist the Director with establishing economic development programs and practices that lead to private investment in the City and result in job creation, expanded tax base, creative and niche development, recreation and entertainment venues, and other quality projects.
- Assist the Director with the implementation of a strategic and proactive recruitment strategy for the promotion of the City to business and industry by contacting national and international businesses, site selectors, brokers, developers and consultants.
- Ensure the City is successful in efforts related to developing and maintaining strong working relationships with the Chamber of Commerce, developers, corporate leaders, business owners, public school officials, other regional and state economic development agencies, and Rowlett citizens.
- Staff training and professional development are essential organizational strategies. All required licensing, certifications and training needs to be identified, maintained and encouraged.
- Provide oversight and manage staff on the Business Retention & Expansion partnership with the Chamber of Commerce. Interact with local businesses to maintain a positive relationship and open communication to resolve business needs and promote expansion opportunities in the City.
Ideal Candidate

The ideal candidate is a progressive and dynamic leader who embraces a customer service philosophy. The successful Assistant Director of Economic Development for the City of Rowlett exhibits the following leadership, management, and personal characteristics:

• Must be an excellent communicator and demonstrate the ability to work effectively with senior level management in a variety of public and private organizations.
• Verbal communications skills must include the ability to explain complex issues in a manner that all understand in both formal and informal settings; and possess active listening skills to ensure employee and manager related issues are heard and addressed appropriately.
• Written communication skills must include the ability to develop succinct strategic comprehensive plans, effective PowerPoint presentations, and Council staff reports that clearly and effectively explain complex issues, identify options, and offer appropriate staff recommendations.
• Must demonstrate skill in dealing with elected officials, business associates and other governmental entities.
• Comprehensive knowledge of long-range planning, financial analysis and budgeting, as well as state, regional and local business incentives/finance related tools and marketing principles.
• Must exhibit personal and professional integrity of the highest order, demonstrated both on and off the job.
• Serves as an organizational role model through leading by example.
• Must thrive in a fast-paced environment with a high level of agility and patience where multi-tasking is required, while maintaining a focus on important strategic elements to ensure that the City’s Mission of providing great value in return for our citizens’ tax dollars is met.
• Must exhibit the ability to be a proactive problem solver while being creative and resourceful in finding “Rowlett solutions” to “Rowlett problems” including consideration for innovative non-traditional governmental solutions.
• Must conduct one’s self with a high level of integrity, above reproach ethics, exhibit a strong commitment to public service, and consider open and transparent government as a critical value of being a quality public servant.
• Should be comfortable in a community with a diverse population and be culturally sensitive to all elements of the community.
• Will possess and exhibit City of Rowlett organizational values.
Assistant Director of Economic Development

Education & Experience
Bachelor’s degree in Business Administration, Marketing, Economics, Public Administration or a related field, and a proven leader with a minimum of five years progressively responsible experience in marketing, real estate, or economic development. An equivalent combination of education and experience will be considered. Master’s degree desirable and will be given preference. Professional certification, such as Certified Economic Developer (CEcD) or Economic Development Finance Professional (EDFP), and experience in real estate preferred. Candidates possessing or working towards certifications will be given preference.

Compensation & Benefits
- Expected hiring salary range is $86,413 – $108,016 based on qualifications
- Medical and dental insurance
- Life insurance (2x salary up to $150,000)
- Long-term disability
- Flexible spending account
- 20-year retirement plan with the Texas Municipal Retirement System
- 5-year vesting and a 2:1 City match
- Vacation – 2 weeks during the first year, 3 weeks after the first year
- Sick leave – 2 weeks per year
- Employee Assistance Program
- Ten paid holidays

Online Resources
City of Rowlett
Rowlett.com
City of Rowlett on Facebook
facebook.com/CityofRowlettTexas
City of Rowlett on Twitter
twitter.com/RowlettTexas
City of Rowlett on YouTube
youtube.com/RowlettTexasVideo

Application & Selection Process
Please apply at www.Rowlett.com/Jobs

For more information on this position, please contact:
Richard Jones - 972-463-3969 or rjones@rowlett.com.

The City of Rowlett is an Equal Opportunity Employer and values diversity in its workforce. Applicants selected as finalists for this position will be subject to a comprehensive background check.