



POSITION PROFILE ASSISTANT TOWN MANAGER 2024

**TOWN OF NEW MARKET, VIRGINIA
9418 JOHN SEVIER ROAD
P.O. BOX 58**

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Join our vibrant community as an Assistant Town Manager and become an integral part of our continuous journey towards progress and prosperity! We are seeking a dynamic individual to collaborate closely with the Town Manager, offering crucial support in the administration and future of our town. We offer the opportunity to work in a fun environment and with an incredible team of public service professionals committed to the town of New Market and its community members.



History

The area which was to become New Market was first established in the early 1700's as part of early settlement of the Shenandoah Valley. Known originally as "crossroads" the settlement's prominent location adjacent to a gap in the Massanutten mountain chain made it an important location in both east/west and north/south movements within the Shenandoah Valley. In 1796 the Commonwealth provided a charter which incorporated the Town of New Market.

During the American Civil War the town of New Market's location and prominence in transportation within the Valley made it an important location for both Union and Confederate armies. On May 15th 1864 Union forces under the command of General Franz Siegel and Confederate forces under General John Breckinridge met in what was to become the Battle of New Market. Over 10,000 combatants met on streets and farm fields in and around the small Town of New Market. The actions of that day included approximately 250 young cadets from the Virginia Military Institute who were cast into the battle and ultimately seized high ground and Union artillery. Seven cadets paid the ultimate sacrifice. While much of the Shenandoah Valley played witness to the American Civil War, the Battle of New Market is unique in the timeless story of bravery and sacrifice exhibited by the cadets of the Virginia Military Institute.

Quality of Life

New Market is an attractive small town nestled in the heart of the Shenandoah Valley. The community is conveniently located to Harrisonburg (17 miles), Charlottesville (90 miles), Winchester (45 miles) and the DC Metro area (100 miles). The Town features a high quality of life including access to both the Shenandoah National Park and George Washington National Forest. In addition, the Town features historic buildings enhanced by a downtown streetscape



beautification project. Shen Vallee, a historic golf resort is located within town limits and draws significant visitation, along with other attractions such as the Virginia Museum of the Civil War, owned and operated by the Virginia Military Institute. The Town is located near the North Fork of the Shenandoah River and is bordered on its east by Smith Creek.

Video: https://www.youtube.com/watch?v=5RWXF4O_Dp8

Population

New Market's geographic size is 2.0 square miles. It has a full time resident population of 2,198 according to the 2020 census. The median age in New Market is 46 years.

Government

New Market operates under the auspices of the Council-Manager form of government. The Town Council is comprised of six (6) members elected at large on staggered four (4) year terms. The Mayor is also elected at large and serves a four (4) year term. The Town Council provides legislative and policy oversight of the Town. Regular monthly meetings of the Town Council are held on the third Monday of each month.



The Town Council appoints four (4) full time staff positions:

- Town Attorney
- Town Manager
- Town Treasurer
- Chief of Police

All full time positions are administered and overseen by the Town Manager.

The Assistant Town Manager reports directly to the Town Manager. Key responsibilities include, but are not limited to:

- **Strategic Support:** Provides invaluable assistance to the Town Manager in executing the objectives, goals, and priorities outlined by the Town Council and Town Manager.
- **Departmental Assistance:** Offers support to all town departments, ensuring smooth daily operations and stepping in whenever necessary.

- **Revitalization and Development:** Works alongside the Town Manager in devising and implementing strategies for downtown revitalization and economic development, contributing to the growth and prosperity of our business community.
- **Infrastructure Oversight:** Takes charge of developing and managing the 5-year Capital Improvement Plan, playing a pivotal role in enhancing our town's infrastructure.
- **Community Engagement:** Fosters positive relationships with various stakeholders, including business owners, non-profits, community leaders, and New Market residents, promoting collaboration, consensus building, and unity within our community. Additionally, provides staff support for the Events & Marketing Director, attending community events when needed.
- **Community Development:** Serves as the Town's Zoning Administrator and Subdivision Agent, fostering sensible permit processes and review. Provides staff support and counsel to the Planning Commission.
- **Policy Development:** Assists in the review and drafting of town policies and ordinances, contributing to the continuous improvement and positive change through good governance practices. Represents the Town Manager at various meetings, regional partnerships, and support organizations as directed.
- **Project Management:** Leads various capital improvement projects assigned by the Town Manager, ensuring their successful execution and timely completion.
- **Budget Management:** Collaborates with the Town Manager and Treasurer in the development, implementation, and oversight of the annual budget, ensuring fiscal responsibility and transparency.
- **Grant Acquisition:** Research and applies for grants to support community initiatives, leveraging external resources wherever possible to assist funding projects or new programs.

General Goals for this New Position:

- **Enhanced Capacity:** Provides much-needed support to the Town Manager and other department heads, easing their workload and allowing them to focus on their core responsibilities.
- **Community Building:** Cultivate relationships and trust within the community, contributing to consensus-building and long-term visioning for our town's future.
- **Strategic Focus:** Enables the Town Manager to better concentrate on the organization and provide for future planning and fiscal management for the town.
- **Effective Project Management:** Oversees various projects to ensure their oversight and execution, contributing to the overall progress of our community.
- **Innovation and Initiative:** Being an active member of our team who takes ownership, relishes a challenge, and brings **YOUR** knowledge, skills, and abilities to implement new initiatives and programs, driving innovation and positive change within our town.

Town Services

Police Department: The Town employs a six (6) man department providing routine patrol, community policing, traffic and investigations. The Department is led by a Chief of Police who appoints a sergeant as second in command. New Market Police Officers are fully state certified. The New Market Police Department utilizes the Central Shenandoah Criminal Justice Training Academy for certifications and ongoing in-service training. The department maintains a fleet of six (6) police vehicles. Arrestees taken into custody are remitted to the Rappahannock-Shenandoah-Warren Regional Jail in Front Royal, VA. The department is supplemented with two auxiliary police officers (volunteer) and one part time patrol officer. The Police Department recently acquired a certified facility dog to provide comfort to victims of crime, comfort to mental health consumers, and stress relief and comfort to police officers within the department as well as other local agencies and first responders

Public Works (maintenance): The Public Works Director provides oversight and direction to this department, and delegates duties to the five man department which is led by a maintenance superintendent. The department provides general facility maintenance, mowing, emergency repair of water/sewer distribution and collection projects as well as snow removal. The department maintains a variety of equipment to facilitate these projects. With the exception of seasonal snow removal under VDOT contract, the Town of New Market does not maintain its primary or secondary roads. Streets are managed by the Virginia Department of Transportation (VDOT).

Public Works (water): This three (3) man department is primarily responsible for the operation of the Town's water filtration plant and is led by a Chief Water Operator with oversight by the Public Works Director. The town utilizes ground water sources through six (6) ground wells to provide public water. Four (4) of the six (6) wells are declared to be under the influence of a surface water source and must be filtered prior to disinfection and distribution. Two (2) of the wells are disinfected and sent directly to the distribution system. The town utilizes a membrane water filtration system. The water department also oversees the pumping stations for five (5) sewer lift stations. Wastewater treatment is provided by the Town of Broadway through a regional sewer treatment plant.



Parks and Recreation: The Town has two (2) parks. The community park is an 11 acre facility featuring a variety of amenities, including a swimming pool and a fitness trail. The park includes a community pool which is open seasonally from Memorial Day to Labor Day. The town also owns and operates Rebel Park which is a baseball facility that hosts the New Market Rebels, a collegiate baseball organization. The park also hosts local high school and county league baseball teams.

Administration: In addition to the Town Manager, the Town's administrative team is comprised of a Town Treasurer who provides financial management oversight, Executive Assistant, Office Assistant, and one part-time office assistant. The Town also has a full-time Events and Marketing Director.

Projects/Initiatives/Challenges

Growth: The Town of New Market has an agreement in place with Shenandoah County to facilitate residential and commercial growth; however, since the recession of 2008 new housing developments, subdivision plats, and interest from developers has waned. While New Market desires to maintain a small, charming historic community, some growth in both residential housing and commercial activity is important to the community. This position will assist in planning and formation of growth in New Market by considering traditional strategies, though thinking outside the box, and assisting the Town Manager in bringing new trends and ideas to the Town Council. The Town is also working with Shenandoah County to amend the current Voluntary Settlement Agreement, outlining growth outside of town limits.

New Market Community Center: The Town was recently gifted the New Market Community Center located at 9184 John Sevier Road, which was previously run by a non-profit organization. The goal for this building is to create a facility that can be utilized by the entire community for multiple purposes such as classes, health and fitness equipment, recreational activities, and other educational opportunities. The Town plans to renovate the building completely. To that end, funds must be procured to pay for these renovations. The Town is currently undergoing a Preliminary Engineering Study through funding received from the Department of Housing and Community Development.

Sidewalk Project – Rt. 211 East: Following the completion of a sidewalk review and planning project, the town began on Phase 1 and obtained approval and funds through VDOT's Revenue Sharing Program. The project is currently finishing engineering with plans for construction to begin in Fall 2024. This new sidewalk will improve pedestrian transportation, connecting Congress Street (Rt. 11), heading east on RT 211 to the Dollar General store.

New Public Works Facility: The Town's current public works facility is a converted pole barn and is in disrepair. The new facility is currently under construction with occupancy expected in July 2024. This improvement will enhance the department and allow for easier maintenance of town equipment.

Way finding Signage: Another current project the Town is engaged in is the design of improved way finding signage for the Town to include our new logo. The project is in the information gathering and design phase. The next step will be to begin the process officially with VDOT.

Finances: The Town's finances are divided into general fund categories and water/sewer property activities. General fund revenues include general property taxes, other local taxes, intergovernmental revenues and asset revenue. The water/sewer revenues are generated primarily through user fees from approximately 1,000 water and sewer customers.

Infrastructure

Water

Like nearly all utility providers the Town of New Market's water and sewer infrastructure is in a varied state of condition. The Town's original water distribution system was installed in the early 1920's and has been added to in successive decades. Breaks and water line failures although uncommon do indicate that the water distribution system is reaching the end of its serviceable life.

Water storage is provided by one ground storage tank containing 500,000 gallons storage. This tank was brought on line in 1969 and has been in continuous service.



Water treatment as noted previously is provided by a membrane filtration system which treats four (4) of six (6) ground wells. Daily production of the water system is approximately 0.6 mgd. The water treatment plant was brought on line in 1998. With the exception of some regular maintenance activity the plant has not been comprehensively overhauled. Within the next 5 years, the town will need to begin studying and preparing for upgrades.

New Water Storage Tanks

The Town is currently in the process of adding a second 500,000 gallon ground water storage tank. The engineering has been completed for the tank and replacement of multiple water lines. Town staff are preparing to bid the project in late summer or Fall 2024. Once the new storage tank is installed and functional, the original storage tank will be replaced.

Sewer

In 2010 the Town began sending all municipal sewage to the Town of Broadway who operates a regional wastewater treatment facility outside of Timberville, VA. The town utilizes five (5) sewer pump stations to convey approximately 0.4 mgd of daily flow. Daily flow rates are influenced by inflow and infiltration (I&I). In 2009-10 the Town relined or replaced approximately 3.5 miles of sanitary sewer line in order to mitigate I&I issues. The Town continues to proactively address sewer collection lines through smaller efforts to reline or replace sanitary sewer lines.

Compensation and Benefits

The hiring range is expected to be between \$68,000 - \$80,000 dependent upon the candidate's experience, education and qualifications. Minimum requirements include a Bachelor's Degree in Public Administration, Planning, Business Management, or a similar field is desired. Prior experience may be considered as an exception to the education requirement.

Other job-related skills include knowledge of government operations in Virginia, excellent written and verbal communication skills, project management experience, financial management, and proficiency in Microsoft Office programs.

The Town offers an excellent competitive benefits package including employer paid health insurance for employees only, family coverage contribution, Virginia Retirement System (VRS), optional 457 plan participation, paid forms of leave including sick, vacation, and community service. The town supports and encourages professional development opportunities and relevant local government association memberships.

The position is FLSA exempt.

Application instructions

Submit a completed town employment application, cover letter, resume, salary history and three professional references to Mr. Nathan Garrison, Town Manager, Town of New Market, P.O. Box 58, New Market, VA 22844, or email n.garrison@newmarketvirginia.com Review of applications begins **Monday June 10th, 2024**. The position is open until filled.

The town of New Market employment application can be found here:
<https://www.newmarketvirginia.com/jobs>