

# Town of Kilmarnock

MAYOR – MAE P. UMPHLETT

**VICE MAYOR** - DR. CURTIS H. SMITH  
**COUNCIL MEMBER** - KYLIE ABBOTT  
**COUNCIL MEMBER** - MICHAEL BEDELL  
**COUNCIL MEMBER** - EMERSON GRAVATT  
**COUNCIL MEMBER** - DONALD LEE  
**COUNCIL MEMBER** - LES SPIVEY



**TOWN MANAGER** - SUSAN COCKRELL  
**TOWN ATTORNEY** - NANCY ELLEN KEANE  
**DEPUTY TOWN MGR. \PLANNER** - MARSHALL SEBRA  
**TOWN CLERK** - CINDY BALDERSON  
**TOWN TREASURER** - JUDY G. STEVENS  
**POLICE CHIEF** - CLIFF DAWSON

## Job Opening: Economic Development & Tourism Coordinator

The Town of Kilmarnock, VA seeks a full time Economic Development & Tourism Coordinator.

[Kilmarnock VA](#) (pop. 1200) is located in Lancaster County on Virginia's northern most peninsula along the Chesapeake Bay, the "Northern Neck". Kilmarnock is the commercial hub of the region and the largest incorporated town in Lancaster County. Kilmarnock is Eastern Virginia's Best Main Street as selected by the readers of Virginia Living Magazine. The Town serves a much larger population of nearly 40,000 from our surrounding communities. Whether you're shopping, strolling our charming downtown, grabbing a meal or enjoying Town Centre Park, Kilmarnock is the place to enjoy small town charm, friendly merchants and a warm welcome!

The position assists with professional and administrative responsibilities related to promoting business growth and economic development within the Town. In addition, the position assists in tourism development and support for the Visit Kilmarnock VA and [Virginia's River Realm](#) brands including marketing, public relations and visitor support with our travel Ambassadors.

This is an excellent opportunity for a candidate early in their career and seeking broad economic development, tourism and general government experience. The successful candidate must have excellent communication skills and the ability to multi-task in a fast paced, multi-faceted work environment. Reporting to the Town Manager, the position works closely with the Town's Planning and Zoning and Community Development functions and may do collaborative work with these functions.

### Essential Functions and Responsibilities:

- Providing support and resources to new and existing businesses, including small business owners and entrepreneurs, and balancing divergent needs;
- Collaboration with state and local agencies, chambers of commerce on business, tourism and related issues;
- Creating and ensuring that Kilmarnock's economic development goals and strategic initiatives are achieved;
- Developing close, productive working relationships with the business community to attract and retain business and, developing private, public and academic sector partnerships at all levels as needed;
- Developing and implementing marketing programs for business attraction and retention strategies.
- Promoting the Town of Kilmarnock as a prime business location and encouraging the expansion and retention of existing businesses.

- Enhancing Kilmarnock's economic sustainability through efforts that advance innovation, competitiveness and resiliency
- Developing and implementing marketing approaches for both the Town of Kilmarnock and for Virginia's River Realm brands to grow the region's tourism base.
- May be assigned projects in support of other Town initiatives.

### **The Ideal Candidate**

The ideal candidate has some experience in local government and understands multiple aspects of municipal work. Experience with "Main Street" programming is a plus. The candidate will utilize considerable initiative and independent judgment in developing marketing strategies and associated materials and exercise professionalism, courtesy and tact in frequent contact with business representatives, government liaisons and the general public.

### **Education and Experience**

Applicant requirements include any combination of experience and education equivalent to graduation from an accredited college or university with major course work in business administration, marketing, public administration, economics, planning, engineering, tourism or related field, with professional experience in economic development, marketing or planning related activities, preferably in local, state or regional government.

SALARY: \$ DOQ/DOE (+) benefits. Typical work hours are 8:30 am to 5:00 pm Monday through Friday with some weekend and evening hours required. The Town of Kilmarnock offers medical\dental\vision\life insurance\Virginia Retirement System\vacation benefits.

Submit a resume and cover letter c\o Economic Development & Tourism Coordinator, P.O. Box 1357, Kilmarnock, VA 22482, deliver to 1 N. Main St., Kilmarnock, VA or email to <mailto:susancockrell@kilmarnockva.com>. Résumés will be accepted until March 1, 2021. Kilmarnock is an Equal Opportunity Employer.

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