



# Director of Events and Community Engagement





## The Community

Middleburg is a historic community situated in southwestern Loudoun County. The Town is home to approximately 700 residents who treasure its sense of authentic community and quaint, small-town feel. As the commercial hub for southwestern Loudoun and northern Fauquier Counties, Middleburg boasts a diverse service, retail, and hospitality-based economy. Examples include the triple Five-Star awarded Salamander Middleburg, as well as the Red Fox Inn & Tavern, America's oldest continuously operating Inn.

The Middleburg economy includes numerous restaurants, boutique retail options, and locally owned businesses that support the community's needs. Middleburg is known for its picturesque countryside, with horses and stone walls being common sights in the surrounding areas. The Bull Run and Blue Ridge mountains create a scenic backdrop that perfectly complements the Town's charm and warmth you'll receive.

Learn more about our Town at [www.middleburgva.gov](http://www.middleburgva.gov).

Middleburg is a full-service Town government with 15 full-time Town employees, including a 24/7 police force. The annual Town budget is approximately \$7.1 million, including the general fund and utility system operations. Meals tax and Lodging tax account for approximately 60% of the Town's General Fund revenues, primarily driven by tourism and visitor spending. Spending initiatives in the Economic Development function include community-centric events, tourism events, business support, and grants to non-profits. The Town wants to continue its effective marketing efforts while ensuring a proper balance between visitors and the community.

The Town is governed by a Mayor and seven Council members, who also appoint numerous advisory boards and committees. The Town Council is focused on strategic planning, innovation, business enhancement, protecting the quality of life, and customer service. The Town recently completed a new Town Hall and Police Department.

Despite its small number of residents, the Town has a thriving business economy, balancing community-supportive needs with visitor shopping options. Businesses are highly community-oriented, working together to benefit the entire Town. This is exemplified through a very strong business association with more than 100 members and an engaged citizenry and workforce.

## The Position

The Town of Middleburg has an immediate opening for a full-time Director of Events and Community Engagement (Director). This key leadership position is responsible for implementing the Town's efforts around tourism and community-centric events, business support and partnerships, marketing, and other economic development programs. This role extends beyond execution and into relationship-building, serving as a key connector between the Town and its business community, including shop owners, restaurateurs, property owners, and regional partners.

The Town is seeking a leader with a desire to engage and support a historic, tight-knit community. The ideal candidate is someone who is not only organized and strategic, but also naturally present, approachable, and invested in the people who make Middleburg what it is.

The Director will be responsible for managing a diverse portfolio of tourism and community-centric events. The Town engages an events management firm to provide event administration, logistics, and event execution. This contract will be managed by the Director. In addition, the Director will be responsible for developing and maintaining key relationships with businesses and partners, and for providing key services to assist businesses in their development and growth. The Director will manage all aspects of the Town's marketing, including managing consultant contracts for social media and advertising.

The Director is the primary staff support to the Economic Development Advisory Committee and the Middleburg Arts and Community Events Committee. The position serves as the Town's Ex-Officio representative on the Visit Loudoun Board of Directors and on the Board of the Middleburg Business and Professional Association.

### The primary responsibilities include:

- Implement strategic initiatives of the Town Council, with input and guidance from the Economic Development Advisory Committee and the Town's Economic Development Strategy.
- Provide management and overall support for Town-related special events such as Middleburg Day, Oktoberfest, Art in the 'Burg, and other Town/Tourism events.
- Manage the Town's event-management contractor to ensure adequate planning and execution of events.
- Develop effective relationships with businesses, including day-to-day engagement, that will lead to positive interactions and success for the community.
- Actively engage and support existing businesses through involvement in Town events and Business Association activities, hands-on assistance, partnership opportunities, and trainings/seminars.
- Build relationships with landlords, realtors, and prospective business owners to help fill vacant storefronts.
- Coordinate marketing activities and social media presence through the Town's social media contractor, ensuring information is shared effectively and appropriately.
- Cultivate relationships beyond Middleburg, including Loudoun County and regional partners, to strengthen the Town's broader positioning and connectivity.
- Provide a monthly written and oral report to Council, to include progress in achieving goals and key data metrics.
- Attend Economic Development Advisory Committee (EDAC) and the Middleburg Arts and Community Events Committee (MACEC) meetings as staff support and provide follow-up as needed. Work with Committees on developing new and innovative ideas for consideration by the Town Council.
- Partner with other Town staff in achieving the organization's goals and serving the overall Middleburg community.



*Salamander Middleburg, shown here, has received the prestigious Five-Star Rating by Forbes Travel Guide for its lodging, spa, and restaurant, making it one of only five properties in the nation to have a triple Five-Star Rating. Its revenues are a key driver of the local economy.*



## Leadership Opportunities – Goals for the First-Year

### Assume Responsibility for Key Events

In partnership with event management contractors and other key staff, take a lead role in learning, planning, and executing major events. The Director will demonstrate success in working across departments and organizations to ensure clarity of information, proper engagement with stakeholders, and planning for event logistics.

### Build Partnerships with the Business Community and Residents

The Director will earn trust with leaders of the business community through time, attention, and responsiveness to community needs. The Town's unique business community requires attention to detail and recognition of each business owner's specific interests. The Director will also learn the Town Council's goals related to balancing tourism and residents' interests, implementing those core philosophic ideals into daily activities and decisions.

### Continue Effective Marketing

The Director will partner with the Town's social media and marketing contractor to learn the Town's style and method of effectively using social media. These efforts will continue the Town Council's goal of promoting mid-week visitor travel and highlighting all aspects of our Town's economy.

## Qualifications and Experience

The position requires a bachelor's degree from an accredited college or university in business, economic development, marketing, or a related field and three to five years of progressively responsible, relevant experience.

*"Middleburg has been the perfect place to open my bookshop - it's a truly magical place. From the very beginning, this community has wrapped itself around me with incredible generosity. Watching our little shop grow and thrive in this charming town has been one of the greatest experiences of my life."*

- Mary Beth M.





## Compensation and Benefits

The salary range for this position is \$80,000-\$105,000, depending upon qualifications and experience. The Town also provides a comprehensive benefits package including participation in the Virginia Retirement System, paid leave, health insurance, and life and disability insurance.

This position is fully in-office and will require attendance at various evening meetings of the Town Council and Committees, including weekend events throughout the year.



## Application Process

Qualified candidates please submit your cover letter and resume online at [raftelis.com](https://raftelis.com). This position is open until filled; however, applications will be reviewed upon receipt. For more information, please contact Anne Lewis at [alewis@raftelis.com](mailto:alewis@raftelis.com) or 540-757-0316.

*NOTE: This job description is not intended to be all-inclusive. The chosen candidate will also perform other reasonably-related job responsibilities as assigned and required by the Town Manager. The Town reserves the right to revise or change job duties as the need arises. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential tasks of this job. This job description does not constitute a written contract of employment.*

The Town of Middleburg is an Equal Opportunity Employer (EOE).