Historic Woodbury, New Jersey is seeking a new City Administrator who is:

◊ energetic, highly skilled, and fiscally-savvy,
◊ a strategic planner and skilled economic developer,
◊ effective in organizational change management,
◊ effective in operations and financial analysis
◊ effective creating an efficient government, and
◊ creates a high-performing culture.

The City Administrator has the opportunity to become an influential leader in one of New Jersey’s most historic communities. What we’re looking for:

♦ Excellence in communication
♦ Visionary & proven leadership
♦ Change agent and Team-builder
♦ Effective Personnel & Project Manager
♦ Accomplished—a track record of success
♦ Economic developer, Infrastructure Strategist

City of Woodbury

...at the Crossroads of History
Native American history

The New Jersey area had been inhabited for more than 10,000 years by native american tribes before the arrival of the european settlers. The principal was the Lenape tribe, which later became called, along with other tribes, as the “Delaware”. After armed conflicts and diseases brought by the new settlers, the few remaining Lenape were accomodated in the first Indian reservation created.

New Jersey

Giovanni da Verrazzano, a Florentine (Italian) sailing under the flag of France, is believed to be the first european exporer to visit the region of what is now New Jersey. After being settled by the Dutch, the area was surrendered to the British crown.

During the Revolutionary War, many important battles were held in New Jersey including the Battle of Trenton with Washington crossing the Delaware River (Dec. 1776) and Princeton (Jan. 1777).

Philadelphia

Philadelphia, founded in 1682 by the English Quaker William Penn, is one of the oldest municipalities in the United States and played an instrumental role in the American Revolution. Philadelphia remained the nation's largest city until being overtaken by New York City in 1790, serving as temporary U.S. capital while Washington, D.C. was under construction. The city grew due to an influx of European immigrants and became a prime destination for African Americans during the Great Migration after the Civil War. Philadelphia is home to the Liberty Bell and Independence Hall - there the Founding Fathers signed the Declaration of Independence.

The Philadelphia area's many universities and colleges make it a top study destination, as the city has evolved into an educational and economic hub. The city is known for its arts, culture, cuisine, and colonial history, attracting 42 million domestic tourists in 2016. With a 2020 population of 1,603,797, it is the 6th most-populous city in the USA.
Woodbury

The City of Woodbury, one of the oldest “small cities” in the United States, had its beginning in 1683 and soon became an important Quaker religious center. Given its proximity to Philadelphia, Woodbury has had a significant place in our nation’s birth— a city ‘at the crossroads of history!’

Since 1977, the Woodbury Old-City Restoration Committee strives to keep Woodbury’s rich historical culture intact and allows the City of Woodbury to promote itself as an ideal location for families to settle and businesses to thrive.

Top 10 Employers in Gloucester County

<table>
<thead>
<tr>
<th>Rank</th>
<th>Company Name</th>
<th>Employment</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Amazon</td>
<td>4,500</td>
</tr>
<tr>
<td>2</td>
<td>Rowan University</td>
<td>3,500</td>
</tr>
<tr>
<td>3</td>
<td>Inspira Healthcare</td>
<td>2,051</td>
</tr>
<tr>
<td>4</td>
<td>Jefferson Health</td>
<td>2,015</td>
</tr>
<tr>
<td>5</td>
<td>Shop Rite</td>
<td>1,300</td>
</tr>
<tr>
<td>6</td>
<td>Gloucester County</td>
<td>1,200</td>
</tr>
<tr>
<td>7</td>
<td>U.S. Foods</td>
<td>1,014</td>
</tr>
<tr>
<td>8</td>
<td>Walmart Turnersville</td>
<td>800</td>
</tr>
<tr>
<td>9</td>
<td>Penske</td>
<td>700</td>
</tr>
<tr>
<td>10</td>
<td>Heritage’s Dairy Stores</td>
<td>520</td>
</tr>
</tbody>
</table>

Sources: Gloucester County

Commerce

The local economy is a thriving and diverse mixture of agri-business, manufacturing, heavy industry, commercial enterprise and innovative new technology companies. Local businesses produce and distribute a number of products such as petro chemical products, fabricated metals, medical instruments and devices, and an assortment of food products.

The food industry continues to developed and progress making Gloucester County the hub of food processing in the South Jersey region. Another significant growth area is healthcare. In the last several years, the infrastructure of the healthcare sector in the county has tripled. Gloucester County is positioned for job growth in many key industry sectors and is creating an environment for technology to flourish.

Located in one of the nation’s largest biotechnology and pharmaceutical clusters, Gloucester County is keeping pace as a growing industrial and technology hub.

Geography

Woodbury is found in the Northwest United States, in the state of New Jersey. It is the County seat of Gloucester County, only 20 minutes away from downtown Philadelphia and 45 minutes from Trenton, the state’s capital.

New Jersey is the 47th largest state by land area, the 11th most popolous state and the most popolous metro area (New York) in the United States. The city has a total area of 2.1 square miles (5.45 sq km).

Climate

Woodbury has a humid subtropical climate, with 43 to 51 inches of rain per year. over 120 days. During winter, New Jersey can experience "nor’easters" capable of blizzards or flooding. Average high temperatures in Jul/Aug are 84°F. Average low temperatures in Jan/Feb is 26°F.
Demographics

Population  With 9,963 people, Woodbury is the 247th most populated city in the state of New Jersey out of 565 cities. There are an estimated 4016 households of 2.43 persons per household and 57% owner-occupied housing units (2015-2019). The city has a total incorporated area of 2.1 sq/miles or 5.45 sq km.

Age Distribution  Woodbury has a uniquely well-balanced local population. 22% of the local population is under 18, 14% is over 65. The median age of residents is 40.3 years.

Ethnic Composition & Education  Woodbury’s ethnicity is composed of 52.2% White, 24.2% Black or African American, 15.8% Hispanic or Latino, 8.4% Two or More Races, 1.5% Asian, 0.2% American Indian and Alaska Native. Of residents +25, 86% have at least obtained a High School Diploma and 28% a Bachelor or higher degree.

Cost of Living & Property  Woodbury’s Cost of Living Index is “100” - the USA avg. The Median Property Value in 2019 was $166,400—well below the national average of $231,000.

Median Income  Based on 2019 data, Woodbury residents have a median household income of $55,226, with a 3.65% annual growth compared to 2018.  Sources:  Worldpopulationreview.com  datausa.io  census.gov

City Governance

Under New Jersey statutes, there are five principal forms of government: Village, Borough, Town, Township and City. Woodbury operates a City form of government (Council-Mayor-Administrator) comprised of a Mayor and nine (9) Council Members - 3 Council Members from 3 Wards. Council Members serve 3-year terms - with one Council Member from each ward up for re-election annually.

The City Council has legislative, policy making and vision developing powers. The Mayor serves a two (2)-year term and two Council Members are chosen to serve as Council President and President Pro Temp. The Mayor recommends the City Administrator’s appointment which is approved by the City Council. Council also approves the appointments of City Clerk and City Solicitor.

<table>
<thead>
<tr>
<th>WARD #1</th>
<th>WARD #2</th>
<th>WARD #3</th>
</tr>
</thead>
<tbody>
<tr>
<td>Tracey Parker- President Pro Tempore</td>
<td>William H. (Bill) Flemming - Civil &amp; Environmental Engineer</td>
<td>Philip ‘Phil’ Hagarty- Council President</td>
</tr>
<tr>
<td>Woodbury native. Works for Gloucester Co. 12 years on Council.</td>
<td>Former City Employee 20 years on Council.</td>
<td>PA Native. Woodbury resident 14 years.</td>
</tr>
</tbody>
</table>

Mayor Peg Sickel - Woodbury native. President of a women’s empowerment company. First 2-year term. 9 months in office.
City Management

City Administrator

The City Administrator is appointed by the Council and serves as the Chief Executive Officer. This position is an advisor to the Council on policy and Financial matters, and is ultimately responsible for implementing policy per Council’s direction. The Administrator is responsible for fully managing municipal finances, assets, personnel, and resources in the most effective, efficient and sustainable manner possible.

Duties include:
- Establishes hours of operation,
- Investigates service complaints,
- Enforces franchises and contracts,
- Recommends ordinances for adoption,
- Prepares and submits the Annual Budget,
- Establishes and enforces the purchasing process,
- General supervision of personnel and public buildings / facilities, and
- Recommends appointment, suspension and termination of employees to the City Council.

City Administrator’s duties are found in City Code 3.21

The Management Team

The next City Administrator will be assisted by a team of 6 Senior Managers / Directors who manage a $14,500,000 annual budget and 82 City Employees.

Departments managed by the City Administrator:
- Deputy Administrator / Building and Zoning Administrator - with the City for 20 years, his duties include direct management of Building Permits & Inspections, Code Enforcement, Planning and Emergency Management;
- Public Works Manager - has been with the City for 33 years, serving as PW Manager for 4 years with a team of 26 employees who manage Parks Maintenance, Refuse / Recycling, Building Maintenance, Street Maintenance, Fleet Service, Water and Sewer Maintenance;
- Chief Financial Officer (CFO) - with the City for 22 years; he is responsible for managing AR/AP, IT, Risk Management, Payroll, Treasury, Budgeting, Purchasing, Forecasting, Asset Management and coordination of the City’s grants;
- Chief of Police - with the City for 20 years (7 as Chief); manages 24 uniformed and 3 admin. staff performing these functions: Administration, Communication/Records, Investigation, School Resource Officer, K-9 unit, Chaplain, Proactive Policing, Patrol, LGBTQ liaison, Animal Control;
- Clerk / Recorder - with the City since June 2021, her work supports Council, Commissions, Boards, the City Administrator, Elections, Public Notices, Public Records, Customer Service, Code Updates, and Business / Dog Licensing;
- Fire Administrator (vacant) - is responsible for a department of 5 full-time & 7 volunteers;
- HR Administrator - no designated position;
- City Solicitor (contract) - with the City 2 years, special counsel, legal advice, draft ordinances / resolutions, prosecutions, litigation mgmt.;

Shared Service Agreements for:
- Deptford Township: Municipal Court (Judge, Prosecution, Defender);
- West Deptford Township: Building Construction Permitting;

Important Links

2020 & 2021 Annual Budget
20-year Master Plan, 2006 (8 MB)
Redevelopment Plan, 2010 (25 MB)
Opportunities, Challenges & Top Priorities

Economic Development, Growth, Business &

The City is poised for local industrial & commercial growth, downtown re-development, and the expansion of existing business. Attracting new businesses, new amenities, and lowering local property taxes are a priority. The new Light Rail connecting the Philadelphia metro area to Woodbury could attract new families and jobs.

Vision, Goals & Strategy

Council and Senior Management Team need to develop a strategic vision for the community and municipal operations. Institutional and department-level goals will help focus the City’s resources and deliver high-quality, affordable services.

Strategic Planning & Innovation

While the City faces growing potential for commercial growth residential expansion, fiscal constraints linger. The next City Administrator’s foresight, innovativeness and strategic planning skills will be needed for business attraction and expansion, and asset / asset management. A community-based Strategic Planning Process involving the staff, Council and residents will be a great start.

High Performance / Process Improvement

Opportunities exist to improve the City’s systems, tools, processes, policies & procedures in all departments. The Council and Mayor support the re-evaluation of workflows, systems and processes to achieve greater efficiency, effectiveness and sustainability. Management of Infrastructure and Assets, Technology, Records, Personnel need upgrades. Mass Communication and Community Beautification are also areas of potential improvement. An Operations Audit is underway to provide the next City Administrator with a Roadmap - a toolbox of solutions to modernize City Hall.

Mass Communication, Accountability & Transparency

Educating and informing the taxing public of City services is an important priority. An effective communication strategy using modern methods / mediums is needed to improve community relations, transparency and public perception to illuminate the success of the City Council and Staff.

Coaching, Mentoring, Team-building

The need to ‘harmonize’ and create a high-performance culture w/in City Hall requires someone who embodies best-practices in Customer Service, Leadership, Transparency, Integrity. A City Administrator who can effectively serve as coach, advisor, mentor, and strategist, who values the time, inputs, efforts of others will be welcome.

Empowering Council & Staff

A tremendous opportunity exists to empower professional staff and elected officials. Five (5) members of Council have served more than 5 years, and 3 of 6 Senior Managers have served the City more than 20 years. Staff and Council are dedicated and hungry for Executive leadership and cohesion. A City Administrator who reinforces the need for cross-training, re-certifications, and professional development through establishing high standards and motivating will be welcome. Full-time HR staff may be needed to realize this potential, to reduce risk and to take the organization to the next level.

Improving Customer Service

Becoming an organization which delivers rapid and effective service delivery requires a change in culture, leadership and training. City staff have incredible potential to create a high quality of life for residents, and significantly impact local economic development. A strong organizational customer service culture can also have an impact on local stakeholders (utilities, rail, non-profits) and the services they deliver.

Capital Improvements Program (CIP)

Aging infrastructure needs to be (a) assessed and prioritized and (b) funding alternatives explored including potential external agency assistance. Prioritization of street repair, building maintenance, vehicle replacement, water/sanitation lines will aid long-term planning, forecasting and funding.

Inclusive Community Engagement

Known for its annual Classic Car Show and 4th of July celebration, Woodbury needs to create more activities for families, special events and recreation. Exploring how the City can plan and promote activities to attract residents and visitors more effectively is a priority.
The Ideal Candidate

Accomplishments
Candidates w/ a track-record of accomplishments are highly-desirable and will be highly valued.

Economic Developer, Infrastructure Strategist
A professional with a strong technical aptitude, who is able to see details within the broader scope of long-term growth and development of the City’s local economy, revitalization & private investment.

◊ Downtown revitalization,
◊ Growing the local economy,
◊ Capital Infrastructure Planning,
◊ Light-rail construction and extension to the City,
◊ Ability to attract economically-viable businesses,

Change-Agent, Team Builder & Influencer
A professional with a positive, infectious attitude who is willing to mentor staff and inspire others to follow. Someone who:

◊ Instills passion and mentors employees,
◊ Successfully coaches, mentors and leads,
◊ Is humble, open, approachable and collaborative.,
◊ Effectively work with and manage expectations of 9 Council-Members,
◊ Harmonizes people with technical & non-technical skills, to positively influence change,

Visionary & Proven Leadership
These skills aren’t common in City Administrators, yet a candidate who possesses these skills and experience will be highly valued and successful.

◊ Experienced, objective, non-political municipal administrator,
◊ Advises, informs and empowers the City Council while being responsive to inquiries and concerns,
◊ Assists Council in creating /implementing focused organizational vision, goals, priorities, milestones,
◊ Effectively attracts and retains employees to build an effective public service team;
◊ Effectively delegates authority & responsibility, clearly outlines expectations and maintains a high-level of accountability and performance;

Excellence in Communication
A tech-savvy professional with high-level verbal and written communication is desired. Abilities include:

◊ Approachable, easy to talk to, someone the public, staff and Council will enjoy talking to,
◊ Effectively communicates with elected officials, department heads, employees, citizens and in the public forum;
◊ Clearly articulate City Codes, Procedures and Policies to non-technical individuals;
◊ Listens to and understands opposing viewpoints and successfully mitigates disputes;
◊ Articulates the potential operational and fiscal impact of policy and vision in difficult situations.

Qualifications

Education

☐ Bachelor’s Degree in City Planning, Engineering, Public Administration, Business Administration OR a closely-related field of study (required).

☐ Masters Degree preferred but not required.

Equivalent combination of education, training and experience will also be considered.

Experience

☐ Minimum of five (5) years’ experience required (8 years preferred) with responsible management experience in leading a full-service local government or agency with at least 50 employees. Demonstrable experience in any of the following: Budget, Finance, and Asset Management., Personnel Management., Economic Development, Land-use Planning, Risk Management, Collective Bargaining,

Certifications & Licenses

☐ An ICMA-credential is welcome, but not required. Other professional credentials from fields listed above are also welcome.
Well known for its small city amenities of fine eateries, restaurants, historic sites, natural parks, waterways, historic homes and recreational facilities, Woodbury is a perfect community for families. Separated from Philadelphia by the Delaware River, residents live within a ‘small town’ environment with the benefits of a metropolitan city. Residents benefit from all that “The Garden State” has to offer: national parks, trails, venues, theme parks and museums:

- **NATURE**: Day trip to the [Great Swamp National Wildlife Refuge](#), [Hudson Palisades](#), [Meadowlands](#), the [Pine Barrens](#) or the [Philadelphia Zoo](#)—the first zoo in America.

- **ART & CULTURE**: Visit the [Philadelphia Museum of Art](#), [Thomas Edison Museum](#), the [Barnes Foundation](#), the [Academy of Natural Sciences](#), and the [Franklin Institute](#).

- **HISTORY**: Enjoy the region’s Revolutionary War sites and historic landmarks including [Gettysburg National Battlefield](#), Liberty Bell, Independence Hall, and [Valley Forge National Historic Park](#).

- **ROAD TRIP**: A few hours drive from Atlantic City, New York City and Washington D.C..

- **SPORTS**: Enjoy world-class athletic events w/ college and professional sports teams including the Eagles, (NFL), [76-ers](#) (NBA), Phillies (MLB), Flyers (NHL), Union (MLS) & more!
REGIONAL & LOCAL AMENITIES

Adventure Aquarium
Woodbury (Classic) Car Show
Woodbury Fall Festival Parade
Gloucester County Historical Society
Santa Winter Wonderland & Tree Lighting

NHL Philadelphia Flyers
Great Swamp National Wildlife Refuge
NBA Philadelphia 76ers
NFL Philadelphia Eagles
MLB Philadelphia Phillies
City of Woodbury Car Show
Salary & Benefits

Woodbury offers a regionally-competitive salary of $110,000 to $135,000. Relocation and professional dues are negotiable. Benefits include:

» Medical (100%) with a premium contribution,
» Dental (100%) with a premium contribution,
» Pension (7.5%) PERS required; 10-year vesting NJ
» Defined Contribution Retirement Plan (available)
» Life Insurance AD&D (PERS, 3x salary w/ death)
» Flex Spending Account (available)
» Paid time off (10 days + 13 holidays)

Equal Opportunity

Woodbury is an Equal Opportunity Employer. Persons of all ethnicities, genders, veterans, and persons with disabilities are encouraged to apply.

Residency

NJ residency required by law. Living w/in the City is not required, but living within 30 minutes is encouraged.

Confidentiality

Expressions of Interest are not public record.

EXPRESS INTEREST

Resume and Letter of Interest by EMAIL only to:
WoodburyCityAdmin@MunicipalSolutions.org

Direct questions to the email or (888) 545-7333.

TIMELINE & SELECTION

Jan 3 - Deadline to Express interest
Nov 5 - Jan 3 Screening & Evaluation
Mar 1 Finalists Selected
Early March Interviews, CM selected

View the complete Job Description (link to Code)