Municipal Director of Program Management

City of Evergreen, Alabama "The Emerald City"

Position Title: Municipal Director of Program Management

Reports To: Mayor Stanley B. Stallworth

Department: Mayor's Office/City Administration

Salary Range: $80,000 - $105,000, depending on qualifications and experience.

Position Summary

The Municipal Director of Program Management is a highly visible, executive-level position responsible for strategically planning, developing, and executing key programs that drive the City of Evergreen's growth and enhance its image. The Director will manage a diverse portfolio that includes **economic and commercial development** initiatives, city-wide **events planning**, and all facets of **public relations and communication**. This role serves as a primary liaison between the Mayor's Office, the business community, and the public, requiring a blend of strategic vision, project management expertise, and exceptional communication skills.

Essential Duties and Responsibilities

I. Economic and Commercial Development:

- Develop, implement, and manage comprehensive economic and commercial development strategies to attract new businesses, support existing industry expansion, and foster job creation within the city.
- Serve as the City's point of contact for prospective business owners, real estate developers, and state/regional economic development agencies.
- Identify, pursue, and manage grant opportunities and other funding sources to support municipal projects and economic initiatives.

- Work closely with the Evergreen-Conecuh Chamber of Commerce and the Evergreen Conecuh Capital Improvement Cooperative District, and other local partners to create a pro-business environment; and will be the City's primary contact with the Evergreen-Conecuh Chamber of Commerce and the Cooperative District.

II. City Events Planning and Management:

- Oversee the planning, coordination, and execution of major city events (e.g., the annual Conecuh County Sausage Festival, the Collard Green Festival, the Christmas Parade (and other parades), the City's Fourth of July and Juneteenth Celebrations, and other civic celebrations).
- Develop event budgets, secure necessary permits, and coordinate logistics with City Departments (Police, Fire, Public Works, Parks and Recreation).
- Create and manage a city-wide calendar of events to maximize community engagement and tourism.

III. Public Relations and Communication:

- Serve as the City's primary Public Information Officer (PIO), working directly with the Mayor to craft and disseminate official communications.
- Develop and implement a cohesive public relations strategy to promote the city's image, programs, and achievements to local, regional, and national audiences.
- Manage and regularly update the City's official **website** (**www.evergreenal.gov**) to ensure accuracy, transparency, and accessibility of public information.
- Strategically manage and create content for the City's **social media platforms** (e.g., **Facebook**, etc.) to engage with residents, respond to inquiries, and promote city services and events.
- Prepare press releases, public announcements, and speeches/presentations for the Mayor.

IV. Program Management and Reporting:

- Monitor, evaluate, and report on the progress and success of all managed programs to the Mayor.
- Develop key performance indicators (KPIs) to measure the impact of development and public relations efforts.
- Maintain open and effective communication with City Council, City department heads, and community stakeholders.

Minimum Qualifications

- **Education:** A **Bachelor's of Science Degree is required**. A degree in Business Management, Economic Development, Communications, Public Relations, Public Administration, or a closely related field is strongly preferred.

- **Experience:** A minimum of **five (5) years** of progressively responsible professional experience in program management, economic development, public relations, or a related field is required. Experience in a municipal or other governmental setting is highly preferred.
- **References:** Three (3) professional letters of recommendation, including at least one (1) letter from a recent direct report of the candidate, are required.

Application and Submission Details

Starting Date: On or after **November 3, 2025**.

Applications will be received through Monday, November 17, 2025. Interested candidates should submit a completed application, a letter of interest, a detailed résumé, and three (3) professional letters of recommendation.

Application materials may be mailed to:

City of Evergreen
Attention: Brandy Pendleton, Clerk
355 East Front Street
Evergreen, AL 36401

Applications may be picked up in person at **City Hall** or downloaded from the City's Website at City of Evergreen, Alabama (**www.evergreenal.gov**). For questions, call the Clerk at 251.578.1574.

The City of Evergreen is an Equal Opportunity Employer.