

# CED Director



City of Ferndale

300



FERNDALE



## ABOUT FERNDALE

The City of Ferndale is an active community of 20,000 located in southeast Oakland County, Michigan. Known for its mix of small-town neighborhoods and vibrant downtown district, residents and visitors choose Ferndale for its unique shopping and dining, peaceful parks, and safe homes and streets. Ferndale is a community in the truest sense of the word—a place where neighbors, artists, entrepreneurs, friends, and families come together to live, work and play.

Primarily residential, Ferndale is a walkable community with a small, lively, and diverse mix of businesses. Commercial and industrial businesses account for 22 percent of the City's land use, while 5 percent is institutional and governmental buildings. Ferndale is a community that is 100 percent built-out, relying on redevelopment as its economic growth strategy.

Today, Ferndale is home to more than twelve-hundred businesses. The community's top employers include the City, Ferndale Public Schools, and privately held businesses such as

- Gage Products Company, a leading global automotive industry supplier of paint solvents, diesel test fuels, calibration fluids, and paint-system recycling technology, founded in 1936;
- Credit Union ONE, since 1938;
- Ferndale Laboratories Inc., manufacturing pharmaceutical products at its present location since 1950;
- Allied Printing Company Inc., providing a diverse range of custom printing services since 1952;
- Progressive Metal Manufacturing Co., manufacturing high-quality metal parts for more than 40 years; and
- Garden Fresh Salsa Inc., America's #1 award-winning fresh salsa company, started in the back of a small restaurant on Woodward Ave. here in Ferndale.

## ABOUT THE POSITION

Under the policy direction of City Council and administrative direction of the City Manager, the Community and Economic Development Director will be responsible for creating and implementing a business attraction, retention, and expansion plan. He/she will serve as director of the Brownfield Redevelopment Authority and may serve as the City Manager's designee pursuant to the City's Appearance Review Committee and other boards and commissions. He/she will also work with the 8 Mile Boulevard Association, Ferndale Chamber of Commerce, Ferndale Downtown Development Authority, Ferndale Public Library, Michigan Economic Development Corporation, Oakland County, Woodward Avenue Action Association, and/or other economic development partners to strengthen the local economy.

### Priority Focus Areas

- Oversee and manage the planning, zoning, economic development, building, and code enforcement activities of the City
- Act as the primary contact and liaison to the City's business and entrepreneurial community
- Continue to develop Ferndale's reputation as a prominent place to start and grow a family or business
- Ensure the department's continued focus on improved service delivery and customer friendly interaction with community residents, developers, and businesses
- Continue to seek improvements to departmental effectiveness through increased use of applicable technology, staff training and development, and public and private partnerships
- Evaluate and recommend best practices in community and economic-related activities to the City Manager and Council

- Manage the completion and overhaul of the City's Master Land Use Plan, which includes an updated Recreation and Sustainability Plan with post-adoption implementation
- Assist and direct the City on planning and design of parking enhancements throughout the downtown area
- Continue to develop and build Ferndale's reputation as a leader in equitable transportation systems and complete streets through the implementation of the City's transportation plan and newly approved twenty-year road bond plan
- Complete a Redevelopment Ready Certification through the Michigan Economic Development Association
- Act as primary staff responsible for all business retention and recruitment activities



[Click here for the full job description.](#)

#### **OUR IDEAL CANDIDATE**

The City of Ferndale is seeking an entrepreneurial spirit with the ability to think creatively; the successful candidate will be team oriented and willing to take risks. Priority will be given to those with experience in both urban planning and economic development. The ability to work with businesses communities, communicate clearly, and explain complex issues will be essential.

A collaborative working style is one of the most critical characteristics for the new CED Director. The selected candidate will be expected to build positive relationships with other departments. Open and transparent communication will be a key to success for this position. The City seeks a confident and engaged leader, mentor, and coach who manages in a fair and helpful manner and encourages the personal and professional success of their employees.

The successful candidate will have detailed knowledge of basic urban planning practices, particularly brownfield redevelopment. Economic development experience will be essential.

#### **EDUCATION AND EXPERIENCE**

##### Required

- Possession of a bachelor's degree from an accredited college or university in urban planning, civil engineering, public or business administration, or a related field, and
- Four years of progressively responsible experience in municipal planning, community development, infrastructure planning/and development, or economic development
- Three years working in a public sector environment
- Two years of experience involving supervision and management of professional staff

##### Desired

- Master's degree

#### **COMPENSATION AND BENEFITS**

The City of Ferndale offers a competitive salary commensurate with experience (\$80,000-95,000). Ferndale's excellent benefits packages includes medical, dental and vision coverage; life insurance; and flexible spending accounts. A general contribution to retirement is also provided with other plans, as well as 457 deferred compensation and Roth IRA programs. A flexible schedule and sick and vacation time are also part of the robust benefit package.

#### **TO APPLY**

Provide your resume and cover letter with salary requirements to City Manager April Lynch by email at [alynch@ferndalemi.gov](mailto:alynch@ferndalemi.gov). This position will be open until filled.