

## Arts, Business and Culture Director

**Salary:** \$88,404-\$95,691

**Type:** Fulltime

**Benefits:** Full benefits

**Date Posted:** 8/7/2025

### About ABCD

The Arts, Business, & Culture Department is responsible for fostering Salisbury's thriving economic climate through supporting business, expanding economic opportunity, promoting artistic expression, hosting unique experiences, and maintaining regional attractions such as the Salisbury Zoo and Poplar Hill Mansion. By producing signature events, facilitating business incentives, and collaborating with stakeholders, this department strives to make Salisbury a place where arts, business, and culture intersect and flourish.

### Profile

The Director will be responsible for leading, directing and managing a department comprised of five unique teams and support staff. The Director will be a visionary leader who is dynamic, solution-oriented, and results-driven with a passion for public service. The Director must be a great mentor who is dedicated to creating and maintaining a highly professional and accountable culture that attracts and retains the best talent. The Director will manage robust capital and operational budgets; cultivate and foster strong relationships, both internally and externally, in order to inspire community support.

### Education

- Bachelor's Degree in Business Management, Tourism, Event Planning, Parks & Recreation Management or a similar field, preferred.

### Experience

- At least three years of experience in event management, business administration and/or related field
- At least five years of management experience

### Requirements/Certifications

- Strong background in interdepartmental management, public engagement, fundraising, strategic planning and budget management.

### How to Apply

**1** Visit [salisbury.md/apply](https://salisbury.md/apply)

**2** Submit City application, cover letter, and resume

Studies have shown that women and people of color are less likely to apply for jobs unless they believe they can perform every job description task. We are most interested in finding the best candidate for the job, and that candidate may come from a less traditional background. The City may consider an equivalent combination of knowledge, skills, education, and experience to meet minimum qualifications. If you are interested in applying, we encourage you to think broadly about your background and skill set for the role. Jobs will be posted for a minimum of 2 weeks.

## City of Salisbury, MD

### Classification Description

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Classification Title: Arts, Business and Culture Director

Grade: M10

Department: Arts, Business and Culture (ABCD)

FLSA Status: E

Date: 08/07/2025

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**Position Profile:** The Director will be responsible for leading, directing and managing a department comprised of five unique teams and support staff. The Director will be a visionary leader who is dynamic, solution-oriented, and results-driven with a passion for public service. The Director must be a great mentor who is dedicated to creating and maintaining a highly professional and accountable culture that attracts and retains the best talent. The Director will manage robust capital and operational budgets; cultivate and foster strong relationships, both internally and externally, in order to inspire community support.

#### **Duties and Responsibilities**

**Administration/Department Administration:** Structures and delegates department assignments effectively and manages collaborative internal and interdepartmental projects.

- Provides management, leadership and oversight in, planning, coordinating, evaluating and administering the activities of the Arts, Business and Culture Department;
- Manages City's events calendar and comprehensive marketing strategy;
- Collaborates with City leadership to perpetuate the City's mission and values;
- Performs other duties as assigned

**Skills Proficiency/Strategic Planning:** Develops and shepherds comprehensive short- and long-term plans.

- Assists with the planning and execution of signature events;
- Prepares reports for the Deputy City Administrator and other officials regarding departmental strategies and initiatives;
- Assists with the creation of legislation to improve the functionality of the Department and its ability to deliver services;
- Collaborates with economic development community partners (including SWED, Chamber of Commerce, and Greater Salisbury Committee) to recruit, expand and retain business.

**Leadership/Team Leader:** Provides strong guidance and oversight. Instills confidence and inspires action while maintaining accountability.

- Supervises the Economic Development Manager who facilitates business relations, outreach, recruitment, retention and licensing;

- Supervises the Assistant Director whose team oversees the planning and execution of a special events and manages the Curator of Poplar Hill Mansion;
- Supervises the Zoo Director by assisting in long range planning and development of the Salisbury Zoo;
- Supervises the Administrative Assistant(s);
- Collaborates with the leadership teams of other City departments and community stakeholder groups;
- Supervises Department support staff.

**Stewardship/Financial:** Prepares and manages capital and operating budgets within established guidelines.

- Develops and manages the department's annual operating budget, signature event budgets and capital improvement plan.
- Monitors, reviews and approves revenues and expenditures within the budget, which includes a full-scale marketing program for the five teams.

**Development/Leadership Development:** Provide opportunities to engage in leadership development and learn about career advancement.

- Provide opportunities and/or training for department staff to engage in professional development, career advancement and other City initiatives that will help recruit and retain staff, improve interdepartmental relations, and increase the department's effectiveness and efficiency in serving the general public;
- Works on improving leadership skills by attending relevant meetings and trainings.

#### **Performance Expectations**

- **Communication:** Articulates thoughts and ideas clearly and effectively to exchange information. Listens to others and provides useful feedback.
- **Work Ethic:** Demonstrates personal accountability, effective work habits, integrity and ethical behavior.
- **Teamwork:** Works well as a part of a team through respectful and collaborative relationships with colleagues, customers, affiliates and stakeholder groups.
- **Problem Solving:** Improves, designs, refines, finds and invents criteria to combine in order to resolve problems. This combines creative and critical thinking.
- **Initiative:** Determines what needs to be done and acts on it. Takes charge before others do and/or without being instructed.

#### **Education and Experience**

- Bachelor's Degree in Business Management, Tourism, Event Planning, Parks & Recreation Management or a similar field, preferred.
- At least three years of experience in event management, business administration and/or related field
- At least five years of management experience

**Certificates, Licenses, Registrations, and Skills**

- Valid State Issued Driver's License.

**Physical Requirements**

- Work requires occasional physical effort in the handling of materials up to 50 pounds and/or continual standing or walking 60%+ of the time.
  - Work environment involves everyday risks or discomforts which require normal safety precautions typical of such places as offices or meeting and training rooms, e.g., use of safe work place practices with office equipment, avoidance of trips and falls, and observance of fire and building safety regulations.
  - May require working in adverse weather conditions. Work requires no unusual demand of physical effort.
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The above job description is not intended as, nor should it be construed as, exhaustive of all responsibilities, skills, efforts, or working conditions associated with this job.

Reasonable accommodations may be made to enable qualified individuals with disabilities to perform the essential functions of this job.