

DIRECTOR OF STRATEGY

City of Greeley, Colorado



THE COMMUNITY

Geography and Demographics

Established in 1870, Greeley has a population of 112,816 and sits on 49.8 square miles. Greeley's population is projected to increase to over 135,000 residents by 2032 and is expected to grow to more than 200,000 by 2055. According to US Census data, the Greeley metropolitan statistical area (MSA) expanded from 252,825 to 328,981. The 30.1 percent increase makes it the fastest growing metro area in Colorado and the fourth fastest-growing metro area in the country.

The city is 52 miles northeast of Denver and 30 miles east of the majestic Rocky Mountains, near the confluence of the Cache la Poudre and South Platte Rivers. US. Highway 34 and US. Highway 85 run through Greeley, and the city is approximately 20 minutes from Interstate 25 and less than an hour from Denver International Airport.

Economically Diverse

Greeley is the county seat of Weld County and thrives as its education, trade, transportation, cultural, and marketing center. It is one of the top 10 most prosperous and productive agricultural counties in the US. and leads the state of Colorado in oil and gas production. The community enjoys a rich cross-section of cultures and ethnicities from across the globe.

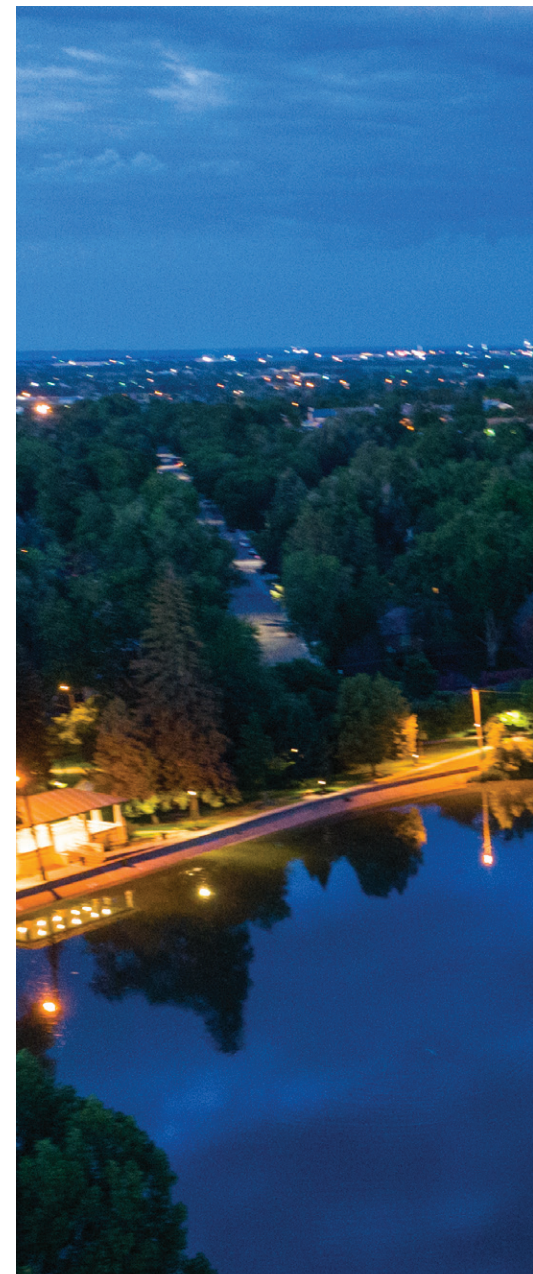
There is a deep commitment to achieving community excellence by fostering economic opportunities, expanding educational partnerships, enhancing quality of life, cultivating community resources, promoting talent and workforce development, enhancing transportation systems, and providing infrastructure to serve Greeley's future. A diverse mix of businesses, including food processing, agricultural innovation, health care, energy, breweries, entertainment, hospitality, and destination shopping, create the city's eclectic and diverse economy and character.

Education

Greeley is a natural hub for education. Our city is home to a robust K-12 system, Greeley/Evans School District 6, and several charter and private schools, that nurtures young minds and sets them on the path to success from an early age. Our schools are committed to providing a comprehensive and innovative educational experience, ensuring every student is well-prepared for the future with collaborative local pathways to higher education or trade training.

Beyond K-12, Greeley is proud to host Aims Community College and the University of Northern Colorado. These esteemed institutions offer a wide range of programs and degrees, catering to diverse interests and career goals. Aims Community College is renowned for its innovative, practical, hands-on approach to learning, while the University of Northern Colorado is recognized for its research and academic excellence.

Greeley's connected educational system creates career paths, develops a strong workforce, and empowers our community. Our educational institutions work closely with local businesses and industries, providing students with real-world experiences and opportunities.



MAJOR EMPLOYERS

JBS USA

Banner Health/Northern Colorado
Medical Center

Greeley-Evans School District 6

University of Colorado Medical Center

University of Northern Colorado

Weld County

State Farm

City of Greeley

TTEC

Chevron

Leprino Foods

THE COMMUNITY continued

Safety

Community safety is the cornerstone to our thriving community and it serves as one of seven key focus areas for the City of Greeley. Our city's safety is not just a priority, it is a commitment. Substantial investments have been directed towards our police and fire departments, emphasizing crime prevention, emergency preparedness, and a variety of public health initiatives. The city's fire department provides fire and EMS from seven strategically located fire stations. Their efficiency is evident in their 81% response rate for all emergency calls within 5 minutes and cardiac save rate that surpasses the national average. The city's police department responds to over 92,000 calls for service annually with an average response time to priority one calls of 6 minutes and 35 seconds.

The city's forward-looking commitment to safety is further exemplified by the forthcoming real-time information center, an innovative approach that will further enhance response times and improve community safety.

Arts & Culture

As one of Colorado's certified Creative Districts, Greeley offers diverse arts, music, and cultural events enjoyed by residents and visitors alike, including performances produced by the University of Northern Colorado's (UNC's) nationally acclaimed College of Performing and Visual Arts, the Greeley Chorale, and the Greeley Philharmonic Orchestra — one of the longest continually operating orchestras west of the Mississippi. The city's Cultural Affairs Division manages the 1,700-seat Union Colony Civic Center, art shows, movies, performances, and the city's public art program. Greeley is home to popular events and attractions such as the Greeley Stampede, Island Grove Park, Union Colony Civic Center, Colorado Model Railroad Museum, Centennial Village, Farmers Market, Weld County Fair, Friday Fest, Monster Day, Multi-Cultural Festival, OktoBREWfest, Greeley Blues Festival, and so much more.

Parks, Recreation & Mountain Access

With a plethora of parks and facilities encompassing over 650 acres, the recreational amenities in Greeley are almost endless. There are golf courses, recreation centers, swimming pools, fields and courts for sports, skate parks, playgrounds, fishing ponds, and picnic areas. Greeley boasts activities for every person ranging from toddlers to active adults. Experience the outdoors, biking and hiking the 21-mile Poudre River Trail throughout the community. As the "front porch" to the Front Range, Greeley presents the opportunity to easily access unique outdoor experiences, from the Pawnee National Grassland to the east to Rocky Mountain National Park to the west.

ACCOLADES

In recent years, Greeley and the Weld County region have been nationally recognized in many ways, including:

- ▶ 2nd Fastest Population Growth in the United States (Weld County, 2017)
- ▶ 6th Best Place in the United States for First-Time Homebuyers (WalletHub, 2019)
- ▶ Top 10 US Cities for New Constructions Homes in 2024 (Go Banking Rates, 2024)
- ▶ 8th Most Dynamic Metropolitan Area in the United States (Walton Family Foundation)
- ▶ 8th Best Small-Town Real Estate Market Study (WalletHub, 2019)



GREELEY

GOVERNANCE & ORGANIZATION

Greeley is a home rule city and operates as a council-manager form of government. The City Council is comprised of a Mayor and six City Council members. The Mayor and two members are elected at large and four members are elected by wards. Council members serve staggered four-year terms, with the Mayor serving two-year terms. The City Council sets the policies for the operation of the Greeley government, while the Council-appointed City Manager has administrative responsibilities for city operations.

Major projects recently completed or currently underway include:

- ▶ The City of Greeley has identified a potential partnership with the Water Valley Company on the development of a new 300+ acre mixed-use development located in West Greeley. The proposed development would create an entertainment district with sports, hospitality and retail opportunities. This opportunity will be vetted over the next year.
- ▶ A recently approved Downtown Greeley master plan that will initiate major investments in public art, road and pedestrian infrastructure, stormwater mitigation, redevelopment incentives, and place-making enhancements, which is attracting investment and innovation.
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- ▶ A state-of-the-art combined City Council Chambers, Municipal Court, and office building to better serve elected and appointed officials, staff, and the public. The facility provides flexible space while incorporating technology and creative meeting broadcasting.
- ▶ An upscale hotel and conference center located downtown and close to restaurants, shopping, and the Union Colony Civic Center. The hotel serves as a space for visitors, business meetings, and special events year-round.
- ▶ Over 300 new market-rate apartments have been developed in the downtown/university corridor, further increasing the appeal of this area. New restaurants, hospitality, and retail outlets are choosing to locate in every corner of the city.
- ▶ University of Northern Colorado proposed College of Osteopathic Medicine.
- ▶ The LINC, a state-of-the-art downtown library, innovation center & children's museum, and makerspace.





CITY COUNCIL PRIORITIES

Business Growth

Community Vitality

High-Performance Government

Housing for All

Infrastructure and Mobility

Quality of Life

Safe and Secure Communities

FINANCIALS

2024 budget:
\$311 million

Employees:
Approximately 1,450 full-time

Funding:
Greeley relies heavily on voter-approved local sales tax

CITY MANAGER

Appointed in January 2022, Raymond C. Lee III serves as Greeley's City Manager. He previously served as the deputy city manager in Greeley and held positions in the cities of Dallas and Amarillo, Texas. Mr. Lee has an excellent working relationship with a very collaborative City Council.

ABOUT THE POSITION

As the Director of Strategy for the City of Greeley, the new hire will lead the development and implementation of strategic planning and initiatives to advance the City's goals, enhance public services, and promote economic and social development.

This role is a new position for the organization and will design and implement efforts in partnership with the Executive Leadership Team and with direction from the City Manager, Chief People Officer and other directors, City executives, and community stakeholders. The selected candidate will be responsible for helping formulate, facilitate, and communicate organizational strategic initiatives and current and future goals by analyzing local trends and national best practices, identifying opportunities, and formulating actionable strategies to address key priorities and challenges. It will also lead organizational, city leadership, and council retreats.

The director will be instrumental in shaping the City's long-term vision, fostering collaboration across departments, and maximizing the impact of public resources to benefit residents and businesses. This is a unique opportunity for the right candidate to design and execute a high-impact position.

Other essential duties include:

- ▶ Gathering relevant information from a variety of internal and external sources to identify trends, filter extraneous data, assess and interpret information to discern the impact on the City of Greeley, and identify opportunities for long-term strategic growth as well as identify and implement immediate steps to prepare the city for growth at scale.
- ▶ Supporting the City's executive leadership team in their quest to gain valuable information to support their storylines to City Council, converting rudimentary stories to robust and visually persuasive documents to further support the City Manager's goals and to inform stakeholders.
- ▶ Creating a positive atmosphere for employees in the organization and within the department, building accountability and strong performance expectations, and supporting growth and kindness throughout their own team and across the organization.
- ▶ Researching and staying abreast of current developments, amendments, and interpretational changes in laws affecting municipalities and educating and training staff accordingly.
- ▶ Stewarding their department budget, seeking efficiencies and making recommendations for financial improvements.
- ▶ Modeling ethical behavior, emotional intelligence, and accountability, ensuring fair treatment of employees and a focus on inclusion and belonging within the Office of People and across the organization.



ORGANIZATIONAL LEADERSHIP

The selected candidate will make this new position their own, helping the organization tackle a variety of opportunities and challenges in the years to come — particularly as the community continues to grow. The Director of Strategy will be tasked with:

- ▶ Identifying operating and tactical projects within the organization, assisting senior leaders with spotting at-risk projects and implementing mitigation strategies in partnership with managers across the enterprise.
- ▶ Making recommendations for changes to policies and procedures to ensure new developments are considered within growth and change initiatives.
- ▶ Converting information into concise, well-organized, executable work plans and managing disparate teams of employees and partners.
- ▶ Supporting a high-performance culture and developing a solution-based, customer-oriented work ethic.



IDEAL CANDIDATE

The City of Greeley is seeking a skilled and visionary public servant ready to transform the organization behind one of the fastest-growing communities in the country as its new Director of Strategy.

The successful candidate will have a proven record of driving change, improving workplace culture, and enhancing employee engagement. They must possess exceptional analytical and communication skills, but most importantly, the ability to effectively collaborate and influence others across the organization, even without a direct supervisory role.

Rather than just gathering and analyzing data, this individual will focus on engaging with residents and stakeholders to inform Greeley's long-term growth plans and ensure alignment with the city's vision and goals. They must be adept at articulating the rationale behind strategic decisions, building consensus, crafting impactful presentations, and telling compelling stories that resonate with diverse audiences.

The right fit for this role is deeply committed to Greeley's long-term success and can hit the ground running with a thorough understanding of local government operations, urban planning, community development, public policy, municipal budgeting, relevant laws and regulations, and strategic planning processes. City leaders are looking for someone tactical and innovative who can anticipate future trends and develop forward-thinking strategies, with strong problem-solving skills being essential.

The first Director of Strategy will be a natural leader and employ a management style that inspires teams, fosters collaboration, bolsters ethical standards, and drives results throughout the organization. A commitment to empowering diverse communities and promoting inclusivity is also crucial, and the new hire should be skilled in negotiation and conflict resolution.

Understanding that flexibility and adaptability are critical for navigating changing priorities and overcoming obstacles, the ideal candidate brings a continuous learning mindset to their work. They stay informed about trends and best practices in urban governance and keep up with emerging technologies to improve government services and civic engagement as they look toward a bright future.





EDUCATION & EXPERIENCE

This position requires a bachelor's degree in business management, organizational development, public relations, public administration, or a related field, with a master's degree in public or business administration — or a degree in a technical field related to a municipal function — preferred.

Candidates should also have at least eight (8) years of experience in managing and leading strategic planning, policy analysis, or government administration, including four (4) at an executive level or in a management capacity. A solid history of consistent growth in a public or private agency, with an understating of guiding strategic direction and enhancing the quality of life for residents and businesses, is preferred, as is experience working with elected officials at the federal, state, or local level or as a public or private sector manager.

Any combination of education, experience, and training that would provide the candidate with the required knowledge and skills for this position may be considered.

COMPENSATION & BENEFITS

The salary range for this position is \$169,900 to \$198,600, depending on qualifications and experience. The City of Greeley also offers a comprehensive benefits package, including medical, dental, and vision benefits, life insurance, a 401(k) retirement plan, paid time off, 13 paid holidays, and a wellness program.



APPLICATION PROCESS

[Please apply online](#)

For more information on this position, contact:

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LarryGilley@GovernmentResource.com

325-660-4208



The City of Greeley, Colorado, is an Equal Opportunity Employer that does not discriminate on the basis of race, color, religion, national origin, sex, age, disability, genetic information or any other status protected by law or regulation. Applicants selected as finalists will be subject to a comprehensive background check.

RESOURCES

City of Greeley

Greeleygov.com

MyGreeley - A Story Best Lived

mygreeley.com

Greeley Economic Development

greeleycodevo.com



Greeley Chamber of Commerce

greeleychamber.com

Imagine Greeley Comprehensive Plan

greeleygov.com/services/lrp/imagine-greeley

[City of Greeley Recruitment Video](#)

