

**RESOLUTION NO. 2026 – 43**  
**TO ADOPT NEW JOB DESCRIPTIONS FOR VARIOUS POSITIONS**

WHEREAS, the Cullman City Council has determined that adopting new job descriptions is necessary to ensure compliance with all labor laws and to clearly define the expectations for employee performance and accountability;

WHEREAS, the new job descriptions to be adopted are as follows:

- a) Treasurer,
- b) Economic Development Director,
- c) Marketing & Communications Coordinator.

BE IT RESOLVED by the Cullman City Council that the job descriptions above are hereby approved.

ADOPTED BY THE CITY COUNCIL this the 8<sup>th</sup> day of December, 2025.

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President of the City Council

ATTEST:

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City Clerk

APPROVED BY THE MAYOR this the 8<sup>th</sup> day of December, 2025.

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Mayor

# CULLMAN

ALABAMA

**POSITION TITLE:**

Director, Cullman Economic Development Agency (CEDA)

**MISSION STATEMENT:**

To provide equal employment and advancement opportunities to all individuals. Employment decisions for the City of Cullman will be based on merit, qualifications, and abilities. Equal opportunities are provided regardless of race, color, religion, sex, national origin, age, disability, or other characteristics protected by law. The City of Cullman will provide reasonable accommodations for qualified individuals with known disabilities.

**REPORTS TO:**

Mayor (with strategic guidance from the City Council)

**COMPENSATION:**

Full-Time / Exempt / Appointment and Salary to be determined by the City Council

**JOB DESCRIPTION:**

The Director of the Cullman Economic Development Agency (CEDA) provides strategic leadership, operational oversight, and overall management to grow Cullman's economy, expand employment opportunities, strengthen the City's tax base, and enhance quality of life. The Director coordinates citywide economic development initiatives, including business retention and expansion, industrial and commercial recruitment, site development, workforce partnerships, and marketing of the City of Cullman as a premier place to live, work, and invest.

This position serves as the City's primary liaison to businesses, industries, developers, site selectors, chambers of commerce, utilities, educational institutions, state agencies, and regional partners involved in economic and community development.

**Detailed Work Activities****Strategic Planning & Program Leadership**

- Provides leadership in the development and implementation of strategic initiatives, goals and priorities as established by the Cullman City Council in conjunction with the Industrial Development Board of the City of Cullman.
- Develops, implements, monitors, evaluates, and continually adjusts a comprehensive Economic Development Master Plan aligned with and incorporated into the City's overall strategic plan.
- Prepares short- and long-range economic development goals, performance measures, and implementation strategies.
- Advises the Mayor and City Council on economic development policy, incentive frameworks, project evaluation, and opportunities to strengthen Cullman's competitiveness.
- Coordinates Cullman's participation in state and regional initiatives, including workforce development, industry recruitment missions, and statewide economic development programs.

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**JOB DESCRIPTION (Continued):**

- Oversees industrial park planning, infrastructure projects, and redevelopment initiatives.
- Identifies targeted industries and aligns recruitment efforts with Cullman's long-term goals.

**Advocacy & Government Relations:**

- Coordinates CEDA's governmental affairs efforts.
- Advocates for policies, programs, and regulations that promote economic development at the state and local levels.
- Serves as the liaison between CEDA/City of Cullman and key stakeholders, including state and local governments, legislators, private sector partners, associations, and federal agencies.
- Builds and maintains relationships with policy makers and governmental officials to shape economic development strategies and initiatives.

**Business Recruitment, Retention & Expansion**

- Leads proactive recruitment of targeted industries, commercial development, and retail growth aligned with Cullman's strategic goals through outreach, site visits, and participation in trade shows.
- Designs and oversees a business retention and expansion (BRE) program, including ongoing communication, support, and responsiveness to existing employers.
- Meets with business leaders, industries, and entrepreneurs to identify opportunities for expansion, improvement, or investment.
- Responds to RFPs/RFI's from site selectors, developers, and state partners, coordinates confidentiality, due diligence, and project readiness.
- Prepares and presents proposals, community profiles, incentive packages, and site information to prospects.

**Project & Incentive Management**

- Evaluates, negotiates, and recommends incentive packages compliant with Alabama constitutional provisions, statutory requirements, and local policy.
- Conducts economic and fiscal impact analyses, including job creation, capital investment, tax revenue projections, and long-term benefits.
- Coordinates incentive agreements with the Industrial Development Board, Alabama Department of Commerce, TVA, ADECA, and utility partners.
- Manages projects through the entire lifecycle—from prospect interest through ribbon-cutting and post-opening partnership.

**Site Development, Infrastructure & Real Estate Readiness**

- Maintains an inventory of available industrial, commercial, office, and retail sites and buildings.
- Coordinates with Planning & Zoning, Engineering, Building, Utilities, and the Industrial Development Board to ensure sites are infrastructure-ready and marketable.
- Assists developers and businesses in navigating zoning, permitting, design review, and other regulatory processes.
- Maintains project timelines, budgets, and compliance with local and state regulations.
- Supports land use planning, corridor development, and redevelopment efforts to strengthen economic vitality.

**Workforce & Talent Development**

- Partners with Cullman City Schools, Wallace State Community College, Career-Tech programs, Cullman County Schools, workforce providers, and local employers to align training and career pathways with economic needs.
- Supports apprenticeship programs, internships, and talent pipeline initiatives.
- Tracks workforce trends to inform recruitment strategies and policy recommendations.

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**JOB DESCRIPTION (Continued):****Community, Downtown & Quality-of-Life Development**

- Collaborate with City departments on quality-of-life initiatives, downtown revitalization, redevelopment projects, corridor enhancements, and tourism-related economic opportunities.
- Support façade improvements, small business assistance, and community-driven initiatives that strengthen local commerce.
- Promote mixed-use development, walkability, and public amenities that contribute to economic competitiveness.

**Marketing, Branding & Public Relations**

- Develops and executes a comprehensive marketing strategy to promote Cullman to businesses, industries, and residents.
- Oversees creation of promotional materials, prospect packets, pitch decks, presentations, and digital marketing content.
- Manages economic development content on City and/or CEDA websites and social media, ensuring accurate, current data and compelling messaging.
- Represents the City at state, regional, and national events, conferences, and industry meetings; presents regularly to City leadership and community groups.

**Data, Reporting & Accountability**

- Collects and analyzes data related to jobs, capital investment, tax base changes, market trends, and project performance.
- Provides clear, regular reports to the Mayor, City Council, Industrial Development Board, and key partners (County IDA and Chamber).
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**Leadership & Administrative Duties**

- Supervises CEDA staff, consultants, and contracted partners.
- Oversees the day-to-day operations of the office, ensuring efficiency and effectiveness in all areas.
- Monitors and reports on organizational performance, ensuring transparency and accountability to the City Council and IDB.
- Establishes internal processes, policies, and performance expectations for agency operations.
- Fosters a collaborative, goal-oriented culture within CEDA and across City departments.
- Advocates for policies, programs, and regulations that promote economic development and incentive programs at the state and local levels.
- Builds and maintains relationships with policymakers and government officials to shape economic development strategies and initiatives.
- Develops, manages, and monitors the annual CEDA and Industrial Development Board budgets, ensuring responsible stewardship of public funds.
- Identifies and pursues large or high-impact grant opportunities that align with the City's major economic development goals and initiatives.
- Works with Alabama Department of Commerce, TVA and other regional partners to leverage funding sources.
- Represents Cullman at events, including, but not limited to, meetings, public meetings, events, forums, receptions, dinners, conferences, etc.
- Ensures compliance with local, state and federal regulations for economic development activities.
- Performs other duties as assigned by the Mayor or City Council.

**KNOWLEDGE, SKILLS & ABILITIES**

- Deep understanding of economic development, industrial recruitment, community development, and public-private partnerships.
- Strong leadership, organizational, communication and interpersonal skills
- Knowledge of Alabama municipal law, incentives (e.g., abatements, Chapter 9 incentives), and compliance frameworks.
- Familiarity with zoning, land use planning, site development, utilities, and infrastructure requirements.

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**JOB DESCRIPTION (Continued):**

- Ability to analyze markets, interpret data, and forecast project impacts.
- Strong negotiation, problem-solving, and project management skills.
- Strong written and verbal communication skills, with the ability to effectively engage diverse audiences.
- Proficiency with economic development tools (GIS, demographic databases, CRM systems, property databases).
- Ability to think strategically and work collaboratively to achieve goals
- Skilled in managing multiple complex projects and programs simultaneously.
- Ability to navigate the landscape of Alabama's economic development environment.
- Comprehensive knowledge of economic development practices, workforce development, industrial and commercial real estate, and project financing.
- Understanding of Alabama's economic development incentives, state programs and regulatory frameworks.
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**Personal Attributes:**

- Visionary thinker with the ability to inspire others and drive meaningful change.
- Self-motivated with the ability to take initiative and work independently or with a team.
- Collaborative and inclusive leader with a commitment to fostering a positive, productive work culture.
- High level of integrity, professionalism, and commitment to the Cullman Community.

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**QUALIFICATIONS:**

- Professional certification such as CEcD (Certified Economic Developer) or similar professional development training programs.
- Direct experience in local economic development, municipal, regional, state or similar economic development.

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**WORKING ENVIRONMENT:**

- Primarily office-based with travel within the region for business contacts, site visits, and meetings.
- Extensive travel- majority will be within the State of Alabama but will also include out-of-state and international.
- Work may include evening or weekend events, council meetings, or project milestones.

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**PHYSICAL DEMANDS:**

- Ability to sit, stand, walk, drive, and move about construction or industrial sites.
- Ability to lift and transport materials up to 25 pounds.

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**EMPLOYEE ACKNOWLEDGMENT:**

I have reviewed this job description and understand all duties and responsibilities as outlined. I acknowledge that job duties may change temporarily or permanently according to the needs of the City of Cullman. If asked to perform duties not listed, I understand I should discuss them with my supervisor or Human Resources.

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Applicant Signature

Date

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Witness

Date

EST. 1873



# CULLMAN

ALABAMA

**POSITION TITLE:**

Treasurer

**MISSION STATEMENT:**

To provide equal employment and advancement opportunities to all individuals. Employment decisions for the City of Cullman will be based on merit, qualifications, and abilities. Equal opportunities are provided regardless of race, color, religion, sex, national origin, age, disability, or other characteristics protected by law. The City of Cullman will provide reasonable accommodations for qualified individuals with known disabilities.

**REPORTS TO:**

Mayor and City Council

**COMPENSATION:**

Full-Time / Exempt / Appointment and Salary to be determined by the City Council

**JOB DESCRIPTION:**

The City Treasurer oversees all financial operations of the City of Cullman, serving as the custodian of City funds and ensuring sound fiscal management in accordance with Alabama state law, GAAP, GASB standards, and best practices for municipal finance.

The Treasurer manages cash flow, accounting operations, financial reporting, internal controls, audits, and investment of City funds. This position plays a critical role in long-range financial planning, financial compliance, and transparent reporting to the Mayor, City Council, and the public.

The City Treasurer is expected to demonstrate the highest ethical standards, accuracy, professionalism, and commitment to the City's mission, vision, and core values.

**Detailed Work Activities:****Financial Management & Internal Controls**

- Maintains custody of all City funds in accordance with Alabama municipal finance laws.
- Manages cash flow, deposits, disbursements, transfers, and reconciliation of all bank accounts.
- Establishes and enforces internal controls to safeguard public funds and prevent fraud, waste, and abuse.
- Monitors revenues and expenditures to ensure adherence to the adopted budget.
- Ensures all financial operations comply with Alabama law, GASB requirements, GAAP, and the State Examiner of Public Accounts.

### **Accounting, Reporting & Audits**

- Oversees accounting operations including general ledger, and accounts payable/receivable.
- Ensures timely reconciliation of accounts and accurate financial reporting.
- Coordinates with auditors during annual audits; responds to audit findings and ensures corrective action is taken.
- Oversees utilities billing and collections
- Maintains required financial records in accordance with Alabama public records and retention laws.
- Maintains records of debt issuance for audit purposes
- Performs journal entries as necessary to maintain accuracy
- Ensures accurate recording of revenue
- Makes bi-weekly tax deposits
- Oversees all asset recording
- Oversees all construction in progress recording
- Generates quarterly reports, remits payment for utilities taxes and State of Alabama withholding taxes.

### **Cash, Investments & Debt Management**

- Manages the investment of City funds in compliance with Alabama statutes governing public investments, prioritizing safety and liquidity.
- Ensures timely payment of debt service and accurate reporting to required agencies.
- Ensures all long-term debt is recorded accurately
- Records all retirement and paid leave liability.
- Maintains records of each debt schedule and records Trustee statements.

### **Revenue Management, Purchasing & Compliance**

- Oversees accounting and reporting of all City revenues, including taxes, fees, and intergovernmental funds.
- Ensures accurate tracking and compliance for restricted revenues.
- Oversees grant-related financial compliance when applicable.

### **Leadership, Communication & Collaboration**

- Supervises Finance Department staff, establishes performance expectations, and manages workflow.
- Works professionally and collaboratively with department heads, auditors, banks, and state and regional financial partners.
- Maintains a high level of confidentiality, professionalism, and ethical conduct.

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## **QUALIFICATIONS:**

Bachelor's degree in Accounting, Finance, Public Administration, Business Administration, or a related field. Must have at least five (5) years of progressively responsible experience in governmental or public finance, including accounting, financial reporting, and budgeting. Must have extensive knowledge of governmental fund accounting, GAAP, and GASB standards. Must demonstrate integrity, strong analytical skills, and the ability to safeguard public funds. A valid driver's license is required.

Preferred qualifications include a master's degree and/or professional certifications such as CPA or CGFO.

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## **WORKING ENVIRONMENT:**

The work area is typically indoors in a well-lighted, climate-controlled office environment. Occasional evening attendance at City Council meetings, budget hearings, and work sessions is required. Limited travel for training and professional development may occur.

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## **PHYSICAL DEMANDS:**

Position requires sitting, standing, and walking for extended periods. Must be able to lift up to twenty (20) pounds related to files, financial binders, and office materials. The role requires manual dexterity for financial system operations, data entry, and the use of computers and office equipment.

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## **EMPLOYEE ACKNOWLEDGMENT:**

I have reviewed this job description and understand all duties and responsibilities as outlined. I acknowledge that job duties may change temporarily or permanently according to the needs of the City of Cullman. If asked to perform duties not listed, I understand I should discuss them with my supervisor or Human Resources.

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Applicant Signature

Date

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Witness

Date

# CULLMAN

ALABAMA

**POSITION TITLE:**

Marketing and Communications Coordinator

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**MISSION STATEMENT:**

To provide equal employment and advancement opportunities to all individuals. Employment decisions for the City of Cullman will be based on merit, qualifications, and abilities. Equal opportunities are provided regardless of race, color, religion, sex, national origin, age, disability, or other characteristics protected by law. The City of Cullman will provide reasonable accommodations for qualified individuals with known disabilities.

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**REPORTS TO:**

Mayor, City Clerk, Human Resources Director

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**COMPENSATION:**

Full-Time / Hourly

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**JOB DESCRIPTION:**

The Marketing and Communications Coordinator plays a critical role in communicating the vision, mission, core values, priorities, and initiatives of the City of Cullman, the Mayor, and the City Council. Under the direction of the Mayor, City Clerk, and Human Resources Director, the coordinator leads the strategic development and execution of the City's communication and marketing efforts across multiple platforms.

This position ensures consistent, accurate, and professional communication with citizens, businesses, media, and stakeholders while strengthening the City of Cullman's public presence, brand identity, and transparency.

**Detailed Work Activities:****Strategic Communications & Public Engagement:**

- Communicates the vision, mission, and priorities of the Mayor, City Council, and City of Cullman through clear and consistent messaging.
- Develops fact sheets, newsletters, brochures, press releases, and other public information materials that promote City initiatives.
- Disseminates timely and accurate information to the public, media, and City leadership.
- Ensures messaging supports transparency, accessibility, and community trust.

**Marketing & Brand Management:**

- Coordinates all City marketing efforts, including advertising, branding, public relations, and digital marketing.
- Defines targeted audiences and directs messaging to appropriate groups and demographics.
- Creates an annual communications and marketing plan outlining strategies, goals, policies, and performance indicators.

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**JOB DESCRIPTION (Continued):**

- With guidance and supervision from the Mayor, City Clerk, and Human Resources Director, creates an annual City-wide communications and marketing plan that includes policies and procedures, goals, strategies, and research to support consistent and effective communication across all City departments.
- Maintains and enhances the City of Cullman brand to ensure a consistent, professional, and positive public image.

**Digital Media, Social Media & Technology:**

- Develops and manages a comprehensive social media strategy, editorial calendar, and content plan.
- Produces high-quality digital content including graphics, videos, and promotional materials.
- Shoots video footage and photographs for City Council meetings, community events, announcements, and public messaging.
- Edits video and digital content for television, social media, and City platforms.
- Works with all City departments to ensure accuracy, current information, and timely updates on all City-managed websites, coordinating closely with departments to verify content and maintain consistent public communication.
- Demonstrates strong proficiency in Adobe Creative Suite and Canva.
- Utilizes artificial intelligence tools and geofencing technology to enhance communication and outreach.

**Interdepartmental Coordination & Collaboration:**

- Works with department heads and supervisors to identify communication needs, promote City initiatives, and ensure coordinated public messaging.
- Identifies opportunities for cross-department collaboration on projects, events, programs, and community-focused initiatives.
- Supports City leadership in ensuring consistent and accurate communication before, during, and after community events or announcements.

**Operational Duties:**

- Tracks, evaluates, and reports on the effectiveness of communication and marketing campaigns; adjusts strategies as needed.
- Assists in planning and monitoring the annual communication and marketing budget.
- Ensures all communication practices comply with City policies, state and federal law, and ethical standards.
- Performs other duties as assigned by supervisors.

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**QUALIFICATIONS:**

- Bachelor's degree in marketing, communications, public relations, digital media, technology, videography, or a related field. Must have at least three (3) years of experience in marketing, digital content creation, video production, website development, branding, and social media management. Must possess a valid driver's license. Must demonstrate the knowledge, skills, and aptitude necessary to perform the duties of the position.

**Knowledge, Skills and Abilities:****Professional Conduct:**

- Represents the City of Cullman with integrity, professionalism, and respect.
- Demonstrates strong written, digital, and verbal communication skills.
- Works collaboratively with City personnel and the public.

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**WORKING ENVIRONMENT:**

The work environment is typically indoors in a well-lighted, climate-controlled office setting. Occasional outdoor work will be required for photography, videography, and coverage of City events, sometimes in varied weather conditions.

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**PHYSICAL DEMANDS:**

Must be able to sit, stand, walk, stoop, lift up to 40 pounds, and transport equipment such as cameras and technology as needed for communication tasks.

Works a minimum of 40 hours per week; nights and weekends may be required based on events and special projects.

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**EMPLOYEE ACKNOWLEDGMENT:**

I have reviewed this job description and understand all duties and responsibilities as outlined. I acknowledge that job duties may change temporarily or permanently according to the needs of the City of Cullman. If asked to perform duties not listed, I understand I should discuss them with my supervisor or Human Resources.

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Applicant Signature

Date

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Witness

Date