



Director of Performance & Analytics #05164

City of Virginia Beach – Job Description

Date of Last Revision: May 27, 2026

FLSA Status: Exempt

City of Virginia Beach Organizational Mission and Values

The City of Virginia Beach exists to enhance the economic, educational, social, and physical quality of the community and provide sustainable municipal services which are valued by its citizens.

The City of Virginia Beach organization is based upon a belief in the democratic process of government. This belief provides meaningful ways for citizens, reflecting the diversity of our City, to contribute to the development of public policy. This process is enhanced by organizational values which guide member performance within the Virginia Beach Quality Service System. These values define our desired organizational culture. We value quality customer service; teamwork; leadership and learning; integrity; commitment; and inclusion and diversity.

Class Summary

Develop, lead, and enhance the City's business intelligence, and strategy platform on behalf of the City Manager. Ensure effective delivery of municipal services and sufficient progress on priorities set by the Mayor and City Council by leveraging data to develop strategy. Work collaboratively with organizational leadership in implementing the enterprise performance management, applied research, and strategic planning model, which entails purposely and deliberately using data to effect prioritization, deployment of resources, and continuous improvement. As a City Manager appointee, this position serves at the pleasure of the City Manager and is not considered part of the merit service as defined in City Code, section 2-75.

Representative Work Functions and Responsibilities

- Lead efforts to ensure that evidenced based practices and qualitative and quantitative data are analyzed, synthesized, and then presented in effective formats for executive decision-making.
- Conduct, coordinate, and oversee applied research initiatives.
- Identify and obtain relevant data from appropriate data sources that contribute to decision-making; formulate recommendations informed by research and data.
- Lead performance review (“stat”) sessions based on executive briefings developed by a team of analysts, the data reported by departments, and the City Manager’s priorities.
- Lead a team that prepares executive briefings regarding department performance across a broad range of City departments and operations.
- Develop meaningful key performance indicators (KPIs) for departments and programs participating in stat processes.
- Identify opportunities for advanced analytics that support the priorities of the administration.
- Coordinate and oversee improvement sessions applying lean and six sigma principles to processes that are causing performance deficits that align with City leadership priorities and areas of focus.
- Prioritize processes that should be reviewed in depth.
- Coordinate an annual strategic planning and performance agreement process that establishes expectations for the departments.
- Ensure follow-up on action items identified in performance review sessions.
- Cultivate and maintain a cadre of internal staff who are appropriately trained to provide facilitation services to City departments in support and advancement of their strategic planning and operational performance initiatives.
- Identify and champion initiatives and interventions that contribute to the organizational culture, specifically the organization’s commitment and acceptance of a continuous improvement culture.
- Perform other job duties requiring skills, knowledge and physical requirements as demanded by those duties described or less. Individual assignments will be determined by the supervisor based on the current workloads and department needs.

Performance Standards

- Provide strategic direction for city-wide performance programs and initiatives, ensuring alignment with city-wide goals and objectives.
- Demonstrates leadership by fostering collaboration, accountability, and professional growth within the Department of Performance and Accountability.

- Develops and implements innovative city-wide performance and analytical strategies to achieve measurable results.
- Monitors, analyzes, and reports city-wide performance data and trends to guide decision-making and recommend process improvements.
- Exemplify, apply, and promote the City's mission, organizational values, and strategies.
- Manages departmental resources and budget responsibly, ensuring optimal allocation and use of funds.

Preferred Qualifications

- Related bachelor's degree and master's degrees with major coursework in public administration, planning, geography, sociology, statistics, or similar field and four (4) years of progressively responsible experience related to implementing performance management and metrics, process improvement and re-engineering, or strategic planning; OR any combination of education and experience equivalent to ten (10) years utilizing the representative knowledge, skills, and abilities as described.
- Demonstrated experience in leading complex applied research initiatives.

Special Requirements

- All employees may be expected to work hours in excess of their normally scheduled hours in response to short-term department needs and/or City-wide emergencies.

Working Conditions

Working conditions are intended to provide a general overview of the environmental conditions inherent in the job setting, as well as the physical, mental, and sensory requirements necessary to perform the essential functions of positions in the noted job title. A more detailed description will be made available at the position level both internally and externally with all posted open positions.

NOTE: Per HR Policy 6.19, Americans with Disabilities, the City follows the requirements of the Americans with Disabilities Act (ADA) in all hiring and employment decisions. The City shall not discriminate on the basis of disability in its hiring and employment practices. The City shall make reasonable accommodations for the known physical or mental limitations of a qualified applicant or employee with a disability upon request unless the accommodation would cause an undue hardship on the operation of the City's business.

DISCLAIMER:

This description is intended to indicate the kinds of tasks and levels of work difficulty that will be required of positions that will be given this title and shall not be construed as declaring what the

specific duties and responsibilities of any particular position shall be. It is not intended to limit or in any way modify the right of any supervisor to assign, direct, and control the work of employees under his or her supervision. The use of a particular expression or illustration describing duties shall not be held to exclude other duties not mentioned that are of similar kind or level of difficulty.