

THE
Greensboro ABC Board
GREENSBORO, NORTH CAROLINA



INVITES YOUR INTEREST IN THE POSITION OF

Assistant General Manager

GREENSBORO ABC BOARD – AN EXCEPTIONAL OPPORTUNITY



Greensboro Alcoholic Beverage Control (Greensboro ABC) seeks well-qualified candidates with proven and relevant public or private sector management experience for the Assistant General Manager position. This is an exceptional opportunity to provide operations management to a local alcoholic beverage control system and retail sales operation in a thriving urban area.

ABOUT GREENSBORO AND THE PIEDMONT TRIAD AREA

As North Carolina's third-largest city with 307,000 residents, Greensboro is a growing community with affordable housing options and accessible, walkable urban amenities. Ideally located just a few hours from scenic mountains and beach destinations, Greensboro is at the crossroads of major interstate highways and near the Piedmont Triad International Airport allowing residents to stay connected to the region and the world.

Founded by Quakers in the 1700s, Greensboro remains a place of progressive values and bold action. This is where four college students sparked the national civil rights movement with the first lunch counter sit-in in 1960. Today, the International Civil Rights Center and Museum stands as a testament to our legacy of standing up for what's right. We're proud to be one of the region's most diverse and welcoming cities where we celebrate different backgrounds through eclectic festivals and community events that bring us all together.

Educational opportunities abound in Greensboro, with its award-winning Guilford County Schools public school system and seven colleges and universities of 50,000 students including: two HBCUs (one, a college for women), an innovative law school, a private school steeped in Quaker values, a college that was the first for women in North Carolina, the most diverse public university in the state, and a community college where every kind of learner can advance. All are tied together by a city that is driven to learn and committed to our collective future.

Greensboro is a modern, economic regional hub that is home to Toyota Motor North America battery plant a \$10B electrified mobility investment. Honda Aircraft Company (world headquarters, research, and development, and

HondaJet manufacturing plant), a FedEx Express air hub, and other prominent aviation including Boom Supersonic and Jet Zero, innovative manufacturing, life sciences, specialized services, and supply chain and logistics businesses. The Piedmont Triad region is home to the world's largest furniture market and several large apparel companies. The Triad also is a major player in the high-tech industry and a hub for the aviation industry.

As home to a professional minor league baseball team and periodic host to the ACC Basketball Tournament and PGA tournaments, the city offers engaging museums, cultural venues, and events that attract visitors from near and far. Greensboro's deep commitment to cultural vitality is evident through strong partnerships among city government, private foundations, and nonprofits working together to enhance quality of life through the arts. The \$94 million Steven Tanger Center for the Performing Arts is focal point where local talent thrives; diverse backgrounds unite; and festivals and events instill a genuine sense of community through shared experience making Greensboro a vibrant home for all.

ABOUT GREENSBORO ABC AND THE ASSISTANT GENERAL MANAGER POSITION

Greensboro Alcoholic Beverage Control is a local independent political subdivision of the State of North Carolina that manages the sale of distilled spirits through business principles that promote excellence in customer service; administers regulatory provisions; and instills financial accountability to the benefit of those we serve. The mission of the Greensboro ABC is to serve the community responsibly by controlling the sale of spirituous liquor and promoting customer-friendly, modern, and efficient stores, as provided by law. Greensboro ABC distributes profits to support law enforcement and alcohol education, as well as to support the City of Greensboro, other municipalities, and Guilford County in compliance with applicable statutes and local acts of the North Carolina General Assembly. Greensboro ABC operates solely on the revenue derived from spirit sales in Greensboro where there is no property, state or other local tax used to support ABC operations. The Greensboro ABC Board of Directors is appointed by the Greensboro City Council. The board retains authority to set policy and adopt rules in conformity with state ABC laws and state commission rules.



The board appoints a General Manager to whom the Assistant General Manager reports in playing a lead role in the management of over 150 Greensboro ABC full-time and part-time staff and operations management across 16 Greensboro ABC locations. Assistant General Manager responsibilities include, but are not limited to operations, sales, warehouse, inventory, property, and facilities management as well as support of Greensboro ABC planning for growth and fiscal stability. The Assistant General Manager also has responsibility for helping ensure compliance with state law (N.C. General Statutes Chapter 18B) and State ABC Commission regulations; the management, growth, and development of personnel; and for helping to develop and maintain productive relationships with local governments and the community.

THE CANDIDATE

Strong candidates will have the ability to manage regulated business and governmental operations across multiple Greensboro ABC stores, facilities, and administrative functions in serving as a chief operations officer. Strong candidates will be able to effectively collaborate with the Greensboro ABC General Manager, Board, staff, local government elected officials and managers, and other community leaders to achieve Board goals and objectives. Strong candidates will further have the ability to be effective stewards of public funds and bring experience as sound operations managers in environments with a large budget and sales volume. They have knowledge of the principles and best practices of public administration and business management, along with sound judgment, effective communications and interpersonal skills, political acumen, and impeccable ethical standards.



A strong candidate will also possess considerable knowledge and experience with budget development and management, personnel administration and training, public affairs and property management.

BACKGROUND AND QUALIFICATIONS

Graduation from an accredited college or university with a bachelor's degree in public administration, business management, or related field is required; or equivalent experience and knowledge in public administration, business management, or related field; or equivalent combination of education, training, and commensurate experience within the NC ABC System.

- Considerable business management and supervisory experience is required.
- Must possess a valid North Carolina Driver's License or have the ability to obtain one.
- Experience in retail liquor, wine, or beer sales, or similarly regulated business operations is a plus.

WORK SCHEDULE

- This position works 40 hours per week.
- After hours and weekend work are sometimes necessary to fulfill the job duties.
- This position is on call seven days a week.





COMPENSATION AND BENEFITS

The expected salary range for the new Assistant General Manager is **\$140,000 - \$160,000** depending on experience and qualifications. Greensboro ABC offers excellent benefits, including:

Employer Paid Benefits

- Medical healthcare for employees
- Short-term disability
- Long-term disability
- \$100,000 life insurance policy
- 5% 401K contribution after six months of employment
- State mandated company contributions to employee NC Retirement Plan
- Vacation accrual
- Sick time accrual
- Nine paid holidays

Voluntary Employee Paid Benefits: Dental, Vision, AD&D Policy, Cancer Policy, Dependent and/or Spousal Life Insurance

TO APPLY

Interested candidates are invited to apply by emailing the following items to Jeff Hale, Senior Associate, Mercer Group Associates at jeffhale@localgovhrs.com by **11:59 PM EST, Thursday, February 5, 2026**:

- Cover letter
- Resume
- List of five job related references with email and phone contact information
- Adobe (.pdf) format of the above application materials is preferred.

Greensboro ABC is an Equal Opportunity Employer and values diversity across the workforce in order to serve all customers and citizens well.

Mercer Group Associates provides executive search services, strategic planning, compensation studies, organizational improvement analysis, public safety leadership development, and financial and budget strategies to local governments, boards, and authorities nationwide. For questions, please contact:

Jeff Hale, Senior Associate
jeffhale@localgovhrs.com
(706) 371-6126



MERCER GROUP ASSOCIATES

