



# The City of Raleigh is Seeking a Director of Communications

The City of Raleigh, NC seeks a seasoned leader and an innovative, experienced communicator as the next Communications Director for the Capital City. The Communications Director will oversee and manage a department of 20 public affairs professionals which includes the award winning Raleigh Television Network (RTN) - the Public, Educational, and Governmental (PEG) cable outlet of the City. The Communications Director reports to the Chief of Staff in the City Manager's Office, and will ensure that all City communications, news, information, directives, policies, and actions of the City Council, the City Manager, and other agencies are effectively communicated to the public and employees.

The successful candidate will be an experienced communications professional with demonstrated success as a creative, collaborative, and innovative leader managing all aspects of a corporate communications office. Will collaborate with staff at all levels of the organization to identify, develop, implement, and support effective communication and public relations solutions; manage effective relations with local and national media outlets; and assess and fulfill the communication needs of internal and external customers. Proactively identify and execute an effective social media presence and efficiently work to address issues with a comprehensive media strategy.

The successful candidate must possess the ability work independently in a fast-paced environment to meet deadlines with a demonstrated ability to initiate projects; collaborate with staff from across the organization to resolve communication issues and implement positive communication opportunities in both traditional and emerging media formats. Experience with planning and staging special events, maintaining effective media relationships, familiarity with the principles of crisis communication and practical knowledge of computer, technical resources, and software applications are all requirements of this position.



# The Raleigh Community

The City of Raleigh, founded in 1792, is the second largest city in North Carolina and is situated in the heart of North Carolina's Piedmont region, which is centered between the sandy Atlantic beaches and the Great Smoky Mountains. The City is both the county seat of Wake County and the capital of North Carolina. Raleigh covers an area of more than 144 square miles and hosts a growing and diverse population of 423,000 citizens. Together with Chapel Hill and Durham, Raleigh forms the Research Triangle Park, which was founded in 1959 as a model for research, innovation and economic development and is now the largest research park in the nation. The metropolitan area, which encompasses Raleigh, also includes Wake, Durham, Orange, Franklin, Chatham and Johnston counties with a population of 1.6 million.

The City of Raleigh consistently ranks as one of the most attractive cities in the United States for families, businesses, technology and the arts. Raleigh is home to six nationally-regarded institutions of higher education. The City has received nationwide recognition of its sustainability programs and is one of the fastest growing cities.

## Rankings for Raleigh, NC

*Rated Fastest Growing Metropolitan Area*

March 2013, Forbes Magazine

*Raleigh is the nation's fourth Smartest City.*

The U.S. Census Bureau, October 2010

*Number One in Public Schools*

Greatschools.org, August 2010

*Ranked tenth on a list of cities deemed most prosperous for businesses.*

MarketWatch, a publication by Dow Jones & Company

*#1 "Healthiest City in the nation for Women"*

Women's Health, January 2012

# Director of Communications

## Expectations

The Director of Communications is responsible for providing executive leadership and oversight for all aspects of external and internal communications to include maintaining proactive media relations, developing communication strategies, and managing implementation in a manner that promotes transparency, excellence, innovation, and alignment with overall goals.

Provide leadership and direction related to the execution of internal and external communication strategies that align with the strategic plan and ensure integration throughout the organization.

Assess and consider the implications of proposed actions on the organization and make appropriate decisions/recommendations.

Lead the development of comprehensive communications performance metrics and conduct assessments periodically.

Facilitate the monitoring of communications activities such as websites and social media to ensure success in achieving goals and utilize metrics to track success.

Lead the development of communication, marketing, and operating plans, and allocate resources to maximize efficiency and effectiveness. Manage the development of brand platform and lead outreach and collaboration efforts with department communications staff regarding city branding. Provide leadership and guidance to Department Directors to ensure consistency and continuity of communications.

Oversee the development of planning, scheduling, writing, and directing of the City's television network and make programming decisions. Manage staff responsible for researching and preparing all City promotional materials, developing ideas and opportunities for feature articles, interviewing, conducting community campaigns, making presentations, creating newsletters, and other public relations activities that promote awareness of the City and its services.

Collaborate with management on community relations projects, activities, and plans and execute special events from a communications aspect.

Facilitate the City's communication with the news media to ensure that shared information and reporting is timely and accurate. Cultivate and manage press relationships to proactively ensure coverage for events, public announcements, and projects.

Provide strategic planning and guidance for crisis communication. Oversee the development and maintenance of an updated crisis communications manual.

Coordinate City-wide communications on high profile matters such as public information campaigns, legislative communication, proclamations and resolutions, responding to constituent concerns regarding programs, speech writing, scripts, videography and photography.

Direct the communication between the City and its employees on all major communication efforts by creating, implementing, directing, and overseeing multi-faceted internal communications.

Provide guidance to staff regarding public speaking engagements and speech preparation.

Lead the development, implementation and management of the annual budget, strategic planning, and staff development for the department.

Provide leadership and oversight of the mailroom and print services functions and direct the establishment, maintenance and utilization of graphic standards (e.g., logo, letterhead, etc.) throughout the organization.

Oversee the public record request process for the City.

Responsible for other duties as assigned.

## Required Criteria

### Education

Bachelor's degree in Communications, Public Relations, or related area. Applicants may substitute additional relevant experience for the required education.

### Experience

At least 10 years of relevant experience in communications, to include five (5) years of management experience.

### Certifications, Licenses, Registration

Current driver's license required.

APR (Accreditation in Public Relations) certification preferred.

## Compensation and Benefits

The City of Raleigh offers a salary that is competitive for communities of comparable stature and is based on the selected candidate's qualifications and experience. Benefits include participation in the Local Government Employee Retirement System, vacation and sick leave, paid holidays, group life insurance, matching 457B retirement savings plan, and medical/dental insurance.



## Application and Selection Process

The application deadline is March 29, 2015. To be considered, please complete an application at [www.raleighnc.gov/employment](http://www.raleighnc.gov/employment). Candidates best suited for the position will be invited to participate in the interview process.

For more information about the City of Raleigh, please visit

[www.raleighnc.gov](http://www.raleighnc.gov)



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