



Baltimore City Department of HOUSING & COMMUNITY DEVELOPMENT

Chief of Strategic Communications – Operations Manager I Non-Civil Service Position

Overview

The Baltimore City Department of Housing and Community Development is seeking a Chief of Strategic Communications.

The Baltimore City Department of Housing and Community Development (DHCD) was created in 1968 to consolidate local community development efforts with housing and building code enforcement. With over 400 employees, DHCD strengthens City neighborhoods by attracting investors, developers, and homebuyers. Through the administration of Community Block Grant (CDBG), Home funds, City bond funds, and other creative financing mechanisms, the Department finances and guides strategic development projects to meet housing and neighborhood needs. To hold property owners accountable and keep neighborhoods safe, DHCD monitors construction and building activity and enforces the City's building, fire, zoning and related codes, as well as provides energy conservation services.

The Chief of Strategic Communications (CSC) is responsible for all communications initiatives within the agency; building, sustaining and managing the organization's reputation as seen and understood by the public. The selected individual will create and manage the communications strategies that will facilitate and support the Mayor and the agency's development agenda. The CSC must be a multidimensional strategist, advisor and a collaborative leader who can develop, integrate, and align, as well as execute both offensive and defensive communications strategies.

Essential Duties and Responsibilities

- Manage the overall agency's brand and reputation; Advocate brand for the organization.
- Drive overall communications strategy development and manage execution.
- Create, deliver and drive strategy and message development for large-scale communications initiatives, campaigns, announcements, etc. Manage content development throughout all channels, mediums and technology.
- Direct all social media content (e.g. Facebook, Twitter, YouTube, etc.), as well as maintain the agency's website.
- Act as a liaison to the Commissioner, Chief spokesperson for the agency and partner with other senior leaders for messaging and content development for all appropriate channels.
- Manage and write press releases to the public.
- Connect, network and pitch relevant news to the media. Manage interviews and major news pieces in all mediums (e.g. TV, Radio, blogging, social online video); oversee events and speeches (internal and external).
- Oversee internal communications to promote culture development and brand strategy.
- Provide leadership to direct reports to ensure effective execution of communications initiatives; coach and mentor team development and effectively manage the budget for the division.

Catherine E. Pugh, Mayor • Michael Braverman, Housing Commissioner

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Required Knowledge, Skills and Responsibilities

- Knowledge of the general operations of the Department of Housing and Community Development.
- Knowledge of the principles and practices of public and business administration and management, including the process of planning, organizing, staffing, directing and controlling.
- Knowledge of methods and procedures for the collection or organization, interpretation and presentation of information; knowledge of the principles and techniques of public information and relations.
- Knowledge of the preparation of material for release to the media (press, radio and television); knowledge of graphic arts, materials and applications.
- Ability to adapt and apply concepts and techniques of administrative analysis to the needs of specific projects.
- Ability to interpret and apply a variety of laws, regulations, standards and procedures; ability to prepare and present reports or recommendations clearly and concisely.
- Ability to speak and testify effectively before governmental and legal bodies and commissions, the media and community and business groups.
- Ability to coordinate the activities of various organizational units; ability to communicate effectively, orally and in writing.
- Ability to establish and maintain effective working relationships with media, civic, social and community organizations, government agencies and the general public; and ability to plan and organize a promotional campaign.

Qualifications

A Master's degree in Business Administration, Public Administration, Management or related field from an accredited college or university plus 6 years of senior management, policy driven responsibilities including 3 years of experience managing homogeneous functions through subordinate supervisors is required. Applicants may have an equivalent combination of education and experience.

Compensation

This career opportunity offers a comprehensive benefits package and a salary range of \$83,742 - \$138,006.

Contact

Qualified individuals should submit a detailed resume and cover letter with salary requirements to:

Felicia T. Knight-Davis, HR Business Partner
DHCD Human Resources Division
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Baltimore, MD 21202
felicia.knight-davis@baltimorecity.gov

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