



## **Director of Communications Mayor's Office of Communications**

*An Equal Opportunity Employer*

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The City of Baltimore seeks a creative, dynamic, and results-oriented professional to serve as the Director, Communications for the Mayor's Office of Communications. The incumbent will assist the Mayor, the Chief of Staff and other senior administration officials in developing a comprehensive and proactive communications strategy for the City of Baltimore. The Director has bottom-line responsibility for ensuring that all citywide communications are strategically positioned, consistent, accurate, and conform to the goals and objectives of the Mayor's Office. Responsibilities include managing and coordinating all department personnel, providing regular briefings to the Chief of Staff, and establishing internal reporting processes with agency communications personnel. Additionally, the incumbent will be expected to lead the development and pitching of long-lead press opportunities, and the overall management of key appearances/interviews/press conferences for the Mayor, City Commissioners and other relevant personnel.

### **Responsibilities**

- Works with the Mayor and Chief of Staff to develop a vision statement and core messaging principals to be adopted and proliferated across the administration.
- Ensures all levels of city communications staff are accurately, effectively, and consistently promoting key Mayoral priorities and messaging.
- Provides direction/oversight of Mayoral Communications Department staff, including internal reporting, personnel management, establishing departmental priorities, and review/approval of external materials.
- Identifies, manages, and directs opportunities to create or enhance city collateral and marketing materials, information and promotional content, and delivery channels (i.e. newsletters, brochures, branded programs, video, social media, etc.).
- Develops long-term communications programming strategy and calendar; including (but not limited to), identifying high-profile events and announcements, long-lead stories at both the local and national level, speaking engagements for key city staff, etc.
- Creates and ensures the integration of a citywide crisis communications program which includes strategic external communications plans, media relations, stakeholder outreach, and rules of engagement/crisis procedures for city personnel.
- Provides oversight for all aspects of Mayoral public appearances, including briefing documents, press outreach materials, location and event details, etc.
- Develops a strategy to assist city agencies in growing the number of residents and businesses subscribing to the City's social media platforms and Gov delivery system.

### **Qualifications**

The ideal candidate will have in-depth knowledge of public relations strategies, media relations, techniques, communications technologies, as well as excellent writing skills, including speechwriting. The candidate must be able to oversee the communications strategies and procedures of the Mayor's Office, the Communications Department, and the administration as a whole. This role will require a solutions-oriented

candidate with the ability to build internal and external relationships and become a credible and persuasive leader in fast-paced, ever-changing environment.

### **Education & Experience**

- Bachelor's degree from an accredited college or university.
- Minimum of 7 years of experience in the communications field, background in government strongly preferred.
- Network of local media contacts and experience working with national media .
- On-the-record spokesperson experience required, aptitude with foreign-language a plus.
- Familiarity with the City of Baltimore, its local neighborhoods, and socio-political landscape strongly preferred.

### **Residency**

Baltimore City residence is strongly preferred.

### **How to Apply**

Salary is negotiable and commensurate with experience and qualifications. Qualified applicants are encouraged to apply.

Resume and letter of interest including salary history and requirements should be emailed to [talent.masters@baltimorecity.gov](mailto:talent.masters@baltimorecity.gov)

**Attention:** Candidate finalist must successfully pass a criminal background investigation check and drug/alcohol screenings.

*The City of Baltimore is an equal opportunity employer that strives to provide equal access to employment opportunities, services, and facilities without regard to race, religion, color, sex, age, national origin or ancestry, marital status, parental status, sexual orientation, disability or veteran status. EOE/M/F/D/V*