



MAYOR'S OFFICE

Communications Director

Salary: \$61,099 - \$66,136

Type: Full Time

Benefits: Full Benefits

Date Posted: 1/24/2025

About the Mayor's Office

The Mayor's Office serves as a liaison between the Salisbury community and City administration, and provides administrative support to the Mayor, City Administrator, and Deputy City Administrator. Mayor's Office staff oversee the appointment process for all City boards and commissions, as well as internal and external communications.

Profile

Under the general supervision of the City Administrator and in collaboration with the Mayor of Salisbury, the Communications Director serves as the City's creative leader, transforming the vision of Salisbury into compelling visual and narrative content. Responsibilities include overseeing graphic design, video production, media communications, social media strategies, written addresses, and press events. The role ensures cohesive internal communication standards, oversees emergency communications, and manages a team of media specialists and communication interns.

Education

- Bachelor's Degree in Communication, Journalism, Marketing or related field.

Experience

- Five years working in communication, journalism, and/or marketing.
- Two years of supervisory experience.

Requirements/Certifications

- Proficiency in Microsoft Office Suite, Adobe products and/or similar design and editing software.
- Valid driver's license.

How to Apply

1 Visit salisbury.md/apply

2 Submit City application, cover letter, and resume

Studies have shown that women and people of color are less likely to apply for jobs unless they believe they can perform every job description task. We are most interested in finding the best candidate for the job, and that candidate may come from a less traditional background. The City may consider an equivalent combination of knowledge, skills, education, and experience to meet minimum qualifications. If you are interested in applying, we encourage you to think broadly about your background and skill set for the role. Jobs will be posted for a minimum of 2 weeks.

City of Salisbury - Classification Description

Classification Title: Communications Director
Department: Mayor's Office
Date: 1/24/25

Type: Supervisor
Pay Grade: M4
FLSA Status: E

Position Profile Under the general supervision of the City Administrator and in collaboration with the Mayor of Salisbury, this role serves as the City's creative leader, transforming the vision of Salisbury into compelling visual and narrative content. Responsibilities include overseeing graphic design, video production, media communications, social media strategies, written addresses, and press events. The role ensures cohesive internal communication standards, oversees emergency communications, and manages a team of media specialists and communication interns. Additional duties may be assigned as needed to support the City's communication goals.

Duties and Responsibilities

Administration/ Project Management – Initiates and manages projects to completion. Delegates tasks and responsibilities effectively; Holds team accountable for actions and provides support when necessary;

- Delegates responsibility and/or designs and produces a variety of print materials, including advertisements, posters, logos, and signage.
- Delegates responsibility and/or develops high-quality video content to communicate City messages, showcase events, and enhance public engagement.
- Delegates responsibility and/or takes high-quality still images and captures video footage to support a wide range of City communication efforts. Ensures visuals align with the City's branding and storytelling objectives.
- Oversees the City's social media accounts, website, and event calendar. Ensures information is current, engaging, and aligned with the City's communication strategy to maximize public engagement and accessibility.
- Plans, organizes, and executes a variety of high-profile events, including press conferences, ribbon-cutting ceremonies, and groundbreaking events. Manages logistics, ensures seamless execution, and collaborates with stakeholders to highlight the City's achievements and initiatives.

Skill Proficiency/ Flexible Capability – Ability to develop and adapt skills and processes to complete assignments.

- Writes and distributes timely, accurate, and engaging press releases to inform the public and media outlets about City initiatives, events, and important announcements.
- Drafts talking points, speeches, and official statements for delivery by the Mayor and Administration. Ensures messages are clear, persuasive, and reflective of the City's values, vision, and strategic goals.
- Acts as the primary point of contact for media inquiries. Screens and directs questions appropriately while responding to requests on behalf of the Mayor. Ensures consistent, professional, and transparent communication with the media.
- Establishes and executes the visual design of major City projects such as the Budget and Capital Improvement Plan.
- Authors or collaborates with staff on the creation of letters, articles, reports, editorials, and other written materials. Reviews submissions for publication, ensuring alignment with the City's communication style, accuracy, and strategic goals.

Leadership/ Asset Builder - Leverages the strengths of others to achieve common goals and position team for growth and stability

- Provides guidance, training, and daily oversight to Media Specialists and communication interns, ensuring high-quality work output, alignment with City goals, and professional growth. Assigns tasks, monitors progress, and evaluates performance to maintain a dynamic and efficient team.

Position – Communications Director

- Builds and maintains strong professional relationships with internal and external stakeholders, including colleagues, community leaders, and media representatives. Fosters trust and collaboration to enhance communication efforts and achieve shared goals.
- Works closely with colleagues across departments to coordinate and complete shared assignments and tasks. Promotes teamwork, ensures alignment with City objectives, and contributes to the successful execution of interdepartmental projects.

Stewardship/ Systems - Improves work methods, procedures and team dynamics to increase productivity. Eliminates unnecessary activities.

- Upholds and enforces the City's official branding standards. Guides City departments in the appropriate use of the brand and provides external stakeholders with access to brand elements as needed. Monitors branding consistency across all communications and materials.
- Oversees the organization, maintenance, and accessibility of official City records. Ensures compliance with public records laws, coordinates responses to records requests, and manages the documentation of key City communications and materials.

Development/ Staff Development Participate and provide opportunities to engage in professional development.

- Stays current on industry best practices and communication trends by attending workshops, seminars, and training opportunities. Applies new knowledge to improve the City's communication efforts and strategies.
- Actively identifies and shares relevant training opportunities with team members, encouraging participation to enhance skills and professional growth. Offers guidance and assistance to ensure team members can access and benefit from these resources effectively.
- Collaborates with team members to develop and implement their individual Employee Development Plans (career ladders).
- Provides mentorship, resources, and actionable feedback to help team members achieve their professional goals and align their growth with organizational objectives.

Performance Expectations

- **Communication** Articulates thoughts and ideas clearly and effectively to exchange information. Listens to others and provides useful feedback.
- **Work Ethic** Demonstrates personal accountability, effective work habits, integrity and ethical behavior.
- **Teamwork** Works well as part of a team through respectful and collaborative relationships with colleagues, customers, affiliates and stakeholder groups.
- **Problem Solving** Improves, designs, refines, and invents criteria to resolve problems. This combines creative and critical thinking skills.
- **Initiative** Takes charge before others do and/or without being instructed.

Education and Experience

- Bachelor's Degree in Communication, Journalism, Marketing or related field.
- Five years of applicable experience in communication, journalism, and/or marketing.
- Two years of management experience.

Certificates, Licenses, Registrations and Skills

- Knowledge of Microsoft Office Suite
- Knowledge of Adobe products - Illustrator, Photoshop, InDesign, Final Cut Pro, Premiere Pro, Audity and/or other relevant software desktop publishing and graphic applications packages.
- Valid State Issued Driver’s License.

Physical Requirements

- Work requires no unusual demand of physical effort.
- Work environment involves everyday risks or discomforts which require normal safety precautions typical of such places as offices or meeting and training rooms, incident sites, e.g., use of safe workplace practices with office equipment, avoidance of trips & falls, observance of fire & building safety, as well as incident/accident site protocols

The above job description is not intended as, nor should be construed as, exhaustive of all responsibilities, skills, efforts, or working conditions associated with this job.

Reasonable accommodations may be made to enable qualified individuals with disabilities to perform the essential functions of this job.