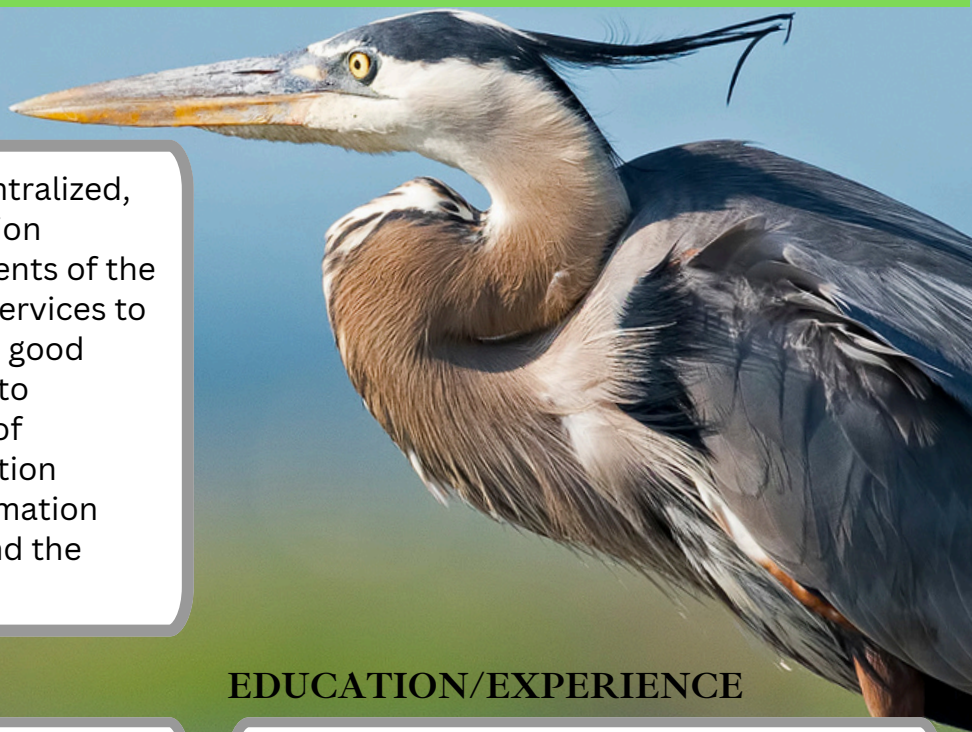
Assistant Director-Communications

Department of Information Services

SALARY	TYPE	SCHEDULE	DATE POSTED	BENEFITS
$62,321-$67,458	Full-Time	Mon-Fri 8:30AM-4:30PM	11/6/2026	Full



DEPARTMENT PROFILE

Our mission is to provide efficient, centralized, and cost effective municipal information services to the divisions and departments of the City, in turn helping them to provide services to citizens. Furthermore, we intend to be good stewards of public resources in order to enhance the quality of life in the City of Salisbury. The Department of Information Services has three divisions: the Information Technology division, Data Services, and the Connectivity division.

POSITION PROFILE

Under the direction of the Director of Information Services, the Assistant Director of Communications develops and manages the City's communications strategy for public and internal audiences. Responsibilities include overseeing day-to-day communications operations, including graphic design, video production, media communications, social media strategy, project coordination, emergency communications, written addresses, press events, and public information functions.

The Assistant Director ensures City communications are consistent, cohesive, accurate, timely, on brand, and aligned with the City's priorities. This position balances managerial responsibilities with operational execution and serves as a steady, diplomatic, well organized, and creative communications leader who moves projects forward while ensuring the City's communications reflect transparency and build public trust.

EDUCATION/EXPERIENCE

Bachelor's degree in communications, journalism, marketing, public relations, public administration, or a related field, or an equivalent combination of education, training, and experience.

At least five years of applicable experience in communications, journalism, marketing, public relations, media relations, public information, or related work.

Supervisory, lead-worker, project management, or team coordination experience preferred.

Public-sector, municipal government, emergency communications, or community engagement experience preferred.

REQUIREMENTS / CERTIFICATIONS

Strong working knowledge of the Microsoft Office 365 Suite, Adobe Creative Suite, and common digital communications platforms.
Knowledge of website content management systems, social media management tools, email marketing platforms, photography, video production, and accessibility best practices preferred.
Strong command of grammar, AP style or similar editorial standards, proofreading, editing, and plain-language writing.
Ability to maintain confidentiality, exercise sound judgment, and communicate diplomatically in sensitive or high-pressure situations.
Valid state-issued driver's license required.

HOW TO APPLY

1. Visit Salisbury.md/apply
2. Submit City Application, Cover Letter, and Resume

The City of Salisbury is an Equal Opportunity Employer. All qualified applicants will receive consideration for employment without regard to race, color, religion, sex, sexual orientation, gender identity, national origin, age, protected veteran status, or disability status.

Capital of the Eastern Shore

City of Salisbury, MD
Classification Description

Classification Title: Assistant Director of Information Services: Communications
Grade: M4
Department: Information Services (IS)
FLSA Status: E
Date: 10/06/2026

Position Profile: Under the direction of the Director of Information Services, the Assistant Director of Communications develops and manages the City's communications strategy for public and internal audiences. Responsibilities include overseeing day-to-day communications operations, including graphic design, video production, media communications, social media strategy, project coordination, emergency communications, written addresses, press events, and public information functions.

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Duties and Responsibilities

Administration/Department Administration: – Structures and delegates department assignments effectively and manages collaborative internal and interdepartmental projects;

- Supports the planning, assignment, coordination, and completion of communications projects, campaigns, and public information initiatives.
- Provides guidance and oversight to communications staff, interns, and project contributors to ensure work is accurate, timely, on brand, and aligned with City priorities.
- Develops, reviews, and distributes press releases, media statements, public notices, web content, social media content, and other communications materials.
- Coordinates project timelines, content calendars, approvals, assignments, and deadlines to maintain an efficient communications workflow.
- Coordinates media inquiries and prepares responses in collaboration with the PIO, Mayor's Office, City Administration, and departments.
- Maintains City websites, social media platforms, digital calendars, and other communications channels with timely and accurate information.
- Coordinates intake, tracking, and response preparation for public information requests and records-related communications.

- Develops and contributes to creative concepts, written content, photography, video, graphics, and other communications products as operational needs require.

Skills Proficiency/Strategic Planning: – Develops and shepherds comprehensive short- and long-term plans;

- Demonstrates strong writing, editing, grammar, proofreading, and message-development skills across public, internal, media, and executive communications.
- Creates clear, accurate, audience-appropriate content that supports transparency, public understanding, and trust.
- Adapts communication style, tools, and tactics to fit different platforms, audiences, priorities, and time-sensitive situations.
- Balances creativity with timeliness, ensuring communications are polished, effective, and completed within established deadlines.
- Maintains working knowledge of City operations, policies, procedures, programs, departments, and strategic priorities.
- Promotes consistent use of City branding, tone, messaging standards, and visual identity across departments and public-facing materials.
- Uses communications, design, publishing, website, social media, photography, video, and office software to complete assignments effectively.
- Exercises sound judgment, diplomacy, confidentiality, and professionalism when handling sensitive, complex, or high-visibility communications.
- Learns and adapts quickly to the unique regulatory, operational, and political challenges of municipal government.

Leadership/Team Leader: Provides strong guidance and oversight. Instills confidence and inspires action while maintaining accountability;

- Provides practical leadership, coaching, and direction to team members while remaining actively engaged in operational communications work as needed.
- Guides others with professionalism, diplomacy, clarity, and respect while supporting a positive and productive team culture.
- Assigns work, monitors progress, reviews deliverables, and supports accountability within the communications team.
- Advocates for the communications team and division by clarifying priorities, identifying resource needs, and supporting manageable workflows.
- Builds collaborative relationships with City departments, elected officials, media representatives, community partners, and the public.
- Fosters a team-focused environment that values accuracy, professionalism, creativity, responsiveness, and shared ownership.
- Aligns team efforts with organizational goals, public needs, and the City's overall communications strategy.
- Serves as a reliable point of coordination when delegated to lead specific projects or initiatives.

Stewardship/Financial: Prepares and manages capital and operating budgets within established guidelines;

- Supports communication-related budget planning, purchasing, expense tracking, status updates, and resource allocation in coordination with the Director of Information Services and applicable City departments.
- Improves communications processes, procedures, templates, calendars, records, and workflows to increase consistency, efficiency, and accountability.
- Maintains systems for tracking assignments, media requests, content approvals, campaign schedules, events, and public information needs.
- Organizes and maintains communications files, brand assets, media archives, photography, video, templates, and public-facing materials.
- Promotes consistent communication standards across departments and supports staff in applying City branding and messaging guidelines.
- Supports emergency, incident, and time-sensitive communications by coordinating accurate information and timely public updates.
- Creates or supports communications materials, reports, presentations, charts, graphics, and other documents as assigned.
- Uses City resources responsibly and supports efficient planning for communications projects, events, campaigns, and media production.

Development/Leadership Development: Provide opportunities to engage in leadership development and learn about career advancement.

- Supports professional development for communications staff and interns by sharing feedback, resources, training opportunities, and practical guidance.
- Assists with onboarding, mentoring, and skill-building for staff involved in communications, public information, branding, social media, design, or media relations.
- Participates in professional development opportunities to stay current on communications best practices, public-sector messaging, media relations, digital engagement, accessibility, and emerging tools.
- Encourages continuous improvement in writing, design, project management, public engagement, customer service, and team collaboration.
- Supports employee development plans and helps identify opportunities for team members to grow in responsibility and technical skills.

Performance Expectations

- **Communication**: Articulates ideas clearly and effectively, listens carefully, provides useful feedback, and ensures messages are accurate, timely, and appropriate for the audience.
- **Work Ethic:** Demonstrates accountability, dependability, professionalism, integrity, and ethical conduct.
- **Teamwork:** Works respectfully and collaboratively with colleagues, departments, media partners, residents, stakeholders, and elected officials.
- **Problem Solving:** Uses creative and critical thinking to resolve communications challenges, improve processes, and support timely decision-making.

- **Initiative**: Takes charge before others do and/or without being instructed.

Education and Experience

- Bachelor's degree in communications, journalism, marketing, public relations, public administration, or a related field, or an equivalent combination of education, training, and experience.
- At least five years of applicable experience in communications, journalism, marketing, public relations, media relations, public information, or related work.
- Supervisory, lead-worker, project management, or team coordination experience preferred.
- Public-sector, municipal government, emergency communications, or community engagement experience preferred.
- Strong working knowledge of the Microsoft Office 365 Suite, Adobe Creative Suite, and common digital communications platforms.
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Physical Requirements

- The position occasionally requires stooping or bending. Occasional lifting of light materials, such as photography equipment or other materials weighing up to 20 pounds, may be required.
- Work environment involves everyday risks or discomforts requiring normal safety precautions typical of offices, meeting rooms, training rooms, public events, and incident sites, including safe use of office equipment, avoidance of trips and falls, observance of fire and building safety regulations, and adherence to incident or event-site protocols.
- Some evening, weekend, or after-hours work may be required for meetings, events, emergencies, or time-sensitive communications.

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

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