



PRINCE WILLIAM COUNTY GOVERNMENT
invites applications for the position of:

Communications Director

An Equal Opportunity Employer

POSITION #: 894401

DEPARTMENT: EXECUTIVE MANAGEMENT

SALARY: \$114,426.00 - \$190,710.00 Annually

OPENING DATE: 02/08/23

CLOSING DATE: 03/01/23 11:59 PM

INTRODUCTION:

We have an exciting opportunity for an enthusiastic and professional leader to join the Executive Management team as the County's next Communications Director. We are looking for a passionate and dedicated team member who shares our vision and values and is ready to lead a team of communication professionals in service of the County's mission and goals.

ABOUT THE ROLE:

The Communications Director reports to Executive Management and interfaces directly with the Board of County Supervisors, the county leadership team and the media to provide communications and messaging on a broad range of public policy matters.

The Director is responsible for an array of communications services including development and implementation of integrated marketing and communications strategies; branding and identity; establishing "live" and digital presence; content development plans; public relations campaigns, policies and protocols; and customer relationship management.

The Communications Director is the official spokesperson for emergency management, major event or controversial situations and is designated as the County's Public Information Officer.

The Director will work independently, manage tight schedules, handle multiple tasks simultaneously, and sometimes work nights and weekends.

Key goals of the Office of Communication include:

- Create and disseminate effective messages.
- Develop strategies for citizen and employee engagement.
- Promote Prince William County's brand and identity.
- Foster a clear sense of community.

What you will do in this role:

Direct, plan, coordinate and oversee the implementation of a strategic multimedia communications operation.

Official spokesperson for emergency management, major event or controversial situations and is designated as the County's Public Information Officer.

Develop and manage a \$1.4 million budget to establish a robust communications team.

Direct the county's cable television channel.

Manage the countywide social media presence across all departments and agencies.

In coordination with the Department Heads, Executive Management and the Board of County Supervisors, develop strategic communications initiatives to achieve the goals and objectives of the organization.

Direct Prince William County Government media relations efforts.

Direct Prince William County Government employee engagement strategies in coordination with Department and Directors and the County Executive.

Prepare speeches, presentations and events on behalf of the County Executive.

Supervise, train and conduct performance evaluations of subordinates; work with employees to correct deficiencies; and recommend hiring and employee terminations.

Exercise management oversight of ad hoc and/or standing departmental project teams.

Provide direction to managerial, professional, and technical staff in carrying out communication functions.

MINIMUM EDUCATION, TRAINING AND EXPERIENCE REQUIREMENTS:

High school diploma or G.E.D. and 8 years of related experience.

PREFERENCES:

Bachelor's degree in communications, public relations, journalism or related field.

Experience in local government.

Experience working with citizens and elected officials.

Experience implementing communication plans to achieve organizational goal.

Experience in emergency management communications.

Note: Please attach a resume and cover letter to your application addressed to Christopher Shorter, County Executive.

To Apply: Please click below URL:

<https://www.governmentjobs.com/careers/pwccgov/jobs/3890261/communications-director?keywords=communications&pagetype=jobOpportunitiesJobs>