



DEPARTMENT OF HUMAN RESOURCES  
CITY & SCHOOLS

CITY OF STAUNTON

**ENGAGEMENT & COMMUNICATIONS MANAGER**

**The City of Staunton, located in the heart of the Shenandoah Valley, is seeking highly qualified applicants for the position of Engagement & Communications Manager. Come join the dedicated professionals serving this dynamic city and its citizens. The Engagement & Communications Manager is part of the team in the City Manager's Office. For more information about the office, please visit [City Manager's Office](#). The City of Staunton offers excellent benefits and a wide range of amenities. Staunton, with a relatively low cost of living, is known for its history, architecture, arts, and cultural and culinary delights.**

"One of the prettiest and most progressive towns in the South" and "20 charming mountain towns to visit this fall"- *Southern Living*

This unique position works directly for the City Manager in the development of and execution of **strategies around community engagement and communications** that support and promote new and ongoing policy initiatives and programs that impact our community; accomplishments and their effects across the City and the region; Staunton City Council's strategic goals that focus on the highest priorities of the City; and, community engagement and outreach that will strengthen the relationship between the City of Staunton, its residents and community partners. The Engagement & Communications Manager will provide an effective, trustworthy flow of information to the public, city employees, residents, visitors and other stakeholders that builds positive relationships with all.

This individual will have the ability to: think globally in regard to ideas, solutions, and opportunities for the City, including possessing a comprehensive knowledge of City services, goals, procedures, and the organization overall; plan and manage community engagement and communications strategies and the ability to analyze and develop effective communication programs; establish positive working relationships with members of the media, elected officials, City staff, and community members and; prioritize, problem solve, work in teams and multitask. This individual will possess excellent oral and written communication skills and organizational skills and has knowledge of and experience handling outreach and engagement activities with multiple stakeholders.

**ESSENTIAL FUNCTIONS/TYPICAL TASKS**

**Communications** – This position needs to be a proactive and strategic thinker with effective communication competencies and experience in developing and implementing a variety of communications strategies to both internal and external audiences. This position will also serve as the City's media contact, spokesperson and Public Information Officer. Many of these tasks will be done in coordination with the City Manager's Office Executive Assistant/Communications Coordinator.

116 W. Beverley Street Staunton, Virginia 24401

City: 540.332.3825 (office) 540.851.4020 (fax) Schools: 540.332.3920 (office) 540.332.3924 (fax)

- Proactively develops communications plans and activities to meet short and long-term goals of the City.
- Assists departments in development of communications and informational materials to meet departmental objectives.
- Oversees development of a variety of materials for internal and external distribution including publications, brochures, informational materials, manuals, newsletters, and social media posts.
- Maintains relationships with local media and a current media directory for the dissemination of news and information to the media, including overseeing the preparation and distribution of news releases, responding to media requests in a timely manner, and acting as the City's Public Information Officer.
- Oversees the City's social media, media relations and website policies;
- Develops and implements internal and external communication strategies in alignment with the City Council's Strategic Plan.
- Develops presentations and other materials related to the Strategic Plan.
- Makes speeches and presentations to civic groups, at city events and to small and large groups, as needed and requested.

**Engagement** – The individual in this position needs to be community focused and will develop strategies to facilitate opportunities for outreach and engagement with community partners and promotes events connected to City priorities and goals. Many of these tasks will be done in coordination with the City Manager's Office Executive Assistant/Communications Coordinator.

- Plans, coordinates and conducts the annual Staunton Citizen University program.
- Coordinates and utilizes various tools for community engagement, including the City's citizen wide survey and other survey needs, community meetings and events, formal and information City engagement activities.
- Ensures coherence in strategic planning and operationalization of the strategic plan by developing strategies to communicate the plan and engage with departments.

#### **Other Duties**

- Attends City Council meetings.
- Represents the City at meetings and on boards and commissions as needs.
- Prepares remarks and speeches for staff and elected officials.
- Provides general support for the City Manager's Office.
- Performs other duties and related work as required.

#### **QUALIFICATIONS/EDUCATION AND EXPERIENCE:**

Requires a Bachelor's degree from an accredited college or university in public administration, public relations, communications, business, or related field and experience in marketing, media and public relations or equivalent amount of training and experience.

Excellent benefits include participation in the Virginia Retirement System, paid-time off, group life insurance, medical insurance, and conference expenses.

FLSA: Exempt  
 Grade: 17  
 Hiring Range: \$70,000-\$85,000 DOE/DOQ

Start Date: On or around late October/early November 2023  
Reports To: City Manager

The recruitment will remain open until the position is filled. Interested applicants should complete an online application to include a resume and cover letter. For questions or to request a complete job description, please contact:

Jonathan Venn, Chief Human Resources Officer  
City of Staunton/Staunton City Schools  
116 West Beverley St (Human Resources, 2<sup>nd</sup> Floor City Hall)  
Staunton, VA. 24401  
504-332-3914  
vennjg@ci.staunton.va.us

Closing Date: September 30, 2023

**The City of Staunton is an Equal Opportunity Employer (EOE) and is fully committed to the principles and practices of equal employment.**