



## CITY OF MINNEAPOLIS

# Communications director

## Position Profile

**THE COMMUNITY** Minneapolis is the largest city in Minnesota and the heart of cultural and economic activity for the Upper Midwest. Minneapolis is recognized as an economically vibrant, safe, green and livable city and is frequently ranked among the top cities in the country for finding a job, making a home, getting an education and enjoying an active lifestyle. Its breathtaking natural beauty, including its 22 lakes, 170 parks, 210 miles of bike paths, and the Mississippi River, helps rank Minneapolis among the best cities in which to live.

[Learn about what makes Minneapolis great.](#)

**THE CITY** The City of Minneapolis is a [City of the First Class](#) with a Mayor-Council form of government. The [mayor](#) and [13 City Council members](#) from individual wards are elected for concurrent four-year terms.



Charter department heads are nominated by the mayor and appointed by the [Executive Committee](#). Department heads can be reappointed. Administrative operations of the City are the responsibility of the City Coordinator who is appointed in the same manner.

This complex organization has an annual budget of \$1.2 billion. Approximately 3,960 employees work for the City. Mayor Betsy Hodges is focused on three clear goals: running the city well, growing a great city and increasing equity. Her priorities are ensuring the city works well for everyone and that all people can contribute to – and benefit from – the growth and prosperity of Minneapolis.

**THE POSITION** The Communications director directs the City's efforts to communicate City government news and information to the public. The Communications director manages the [Communications Department](#), which works strategically to provide information to a variety of internal and external audiences. The work includes: proactive and reactive media relations, strategic communications, internal communications, Web and social media strategy, crisis communications, video production, government access TV channel management, graphic design and brand standards, employee training including communications skills instruction for City leadership and staff, and cable franchise management. Major responsibilities include:



- Partner with City departments to provide strategic communications support for City services and programs.
- Develop strong relationships, build trust and establish clear lines of communication with department heads, elected officials and external partners.
- Prioritize and drive the department's work to align with City goals. Develop strategies to identify and incorporate new ways to aggressively promote City news and information and reach target audiences.
- Manage and develop staff competencies and identify staff development opportunities so the department is up-to-date on communications trends and emerging technologies.

- Prepare and present the annual operating budget for the department.
- Oversee the City's media relations work which includes supervising staff response to daily, deadline-driven requests while coordinating with appropriate departments and/or elected officials.
- Serve as department point of contact 24/7 and City spokesperson/PIO in emergency response situations.
- Oversee enterprise social media and top-level content for the City's intranet and public website. Develop strategies for identifying and incorporating emerging communications technologies and platforms into the department's work.
- Responsible for internal and external, department-produced Web content and Communications-owned social media accounts. Partner with Information Technology on website strategy and content management. Oversee the City's enterprise social media and electronic communications policies in partnership with the City Attorney's Office, Information Technology and the City Clerk's Office.
- Drive enterprise-level employee communications in partnership with all departments to foster an engaged, informed workforce.
- Manage the City's graphic standards and the department's graphic design resources.
- Manage the City's cable TV franchises and contract for public access services.

**DEPARTMENT  
MISSION STATEMENT**

*To be a driving force in effectively and accurately communicating information about the City, promoting transparency, and inviting the public to engage in the governing process so people who live, work, and play in Minneapolis better understand, appreciate, and benefit from the work the City does.*

**REQUIREMENTS**

- Must have a bachelor's degree in Communications, Journalism or a closely related field.
- At least five years supervisory experience managing a team in a comprehensive Communications program for a complex organization OR eight to 10 years of leadership experience in a large market media position with a strategic planning component, which has included budget and management.
- Management-level knowledge of communications, media and public affairs with understanding of the most effective communication vehicles.
- Proven ability to work under deadlines and manage crisis communications.
- Considerable knowledge of public sector values and efforts to streamline and improve services.
- Ability to champion the department's work in a political environment.
- Thorough knowledge of data practice constraints and obligations.
- Outstanding oral and written communication skills including editing skills and thorough knowledge of Associated Press style.
- Knowledge of the internal workings of large complex municipal organizations.
- Good critical thinking, problem solving, strategic analysis, planning and implementation skills.
- Strong interpersonal skills.
- Good budget management and organizational skills.
- Ability to build strong teams that accomplish desired outcomes while supporting initiatives across departments.



**COMPENSATION** This is an appointed position with competitive compensation. Salary is based on past related experience with a salary range of \$113,005-\$133,960 per year. The benefits package includes medical and dental coverage, a health and wellness program, health reimbursement accounts, flexible spending accounts, pension plans and deferred compensation retirement savings, vacation and sick leave, and 11 paid holidays.

**TO APPLY** An application, resume and cover letter are required. Application materials received by December 18, 2015, will be considered first. Visit [www.minneapolismn.gov/jobs](http://www.minneapolismn.gov/jobs) and look under "Featured Jobs" to learn more and to apply.