

## Communications Director

Under the direction of, and in coordination with the Mayor; as the first link of communication with the general population; acts as a liaison between the Mayor, the public and others; performs varied administrative duties, some of which may be of a confidential nature and/or involve elements of problem solving, confidential planning and organization with township elected officials, administrative officials, professional appointees, department heads and staff.

This position requires extensive writing experience, fluent social media, and organizational skills. Interpersonal communication skills with constituents, media outlets, elected officials and business leaders in Delran and elsewhere is required. Candidate must have at least one year experience in a similar position in municipal, county, state or federal government.

(The professional requirements listed below are the minimum levels expected from the candidate.)

Candidate will be expected to plan, direct, and perform work involved in the collection, preparation, and dissemination of information regarding the plans, goals, programs, achievements, and urgent/emergent communication of the township through appropriate platforms including but not limited to; township website, social and other media, mailed correspondence, phone, press interviews and releases, oral communication, emergency management and specified departmental platforms (i.e. Nixle, GovPilot, Civic Ready, Recycle Coach, and others as deemed appropriate.)

(NOTE: Examples of work are for illustrative purposes only and may be amended and expanded as Mayor and Council establish new programs, services, policies, or as otherwise deemed appropriate or necessary.)

- Track, prioritize, conduct research and make recommendations to the Mayor regarding concerns and inquiries, sent directly to the Mayor, from constituents and all municipal departments as necessary.
- Assist the Mayor in developing creative, practical solutions to problems deemed to be the direct responsibility of the Mayor, regarding concerns from any department or constituents, and maintain a current working knowledge of and positive relationship with other municipalities and organizations as is necessary to research those solutions in a continuously developing environment.
- Assist the Mayor and Township Council, if requested, in researching the development of new policies, strategic planning and procedures in the operation of the municipal government as deemed appropriate or desirable, by the Mayor or Council, for the betterment of the township.
- Assist the Mayor and Council in the communication to residents and others regarding new policies, procedures, programs, and initiatives in the operation of the municipal government. Conduct research regarding same as requested by the Mayor.
- Maintain an awareness of township related current events, resident issues, and concerns whenever possible, and consult with the Mayor and other departments to relay the priorities and concerns of constituents as they arise.
- Keep the Mayor informed of topical information relevant to residents and community groups requiring the need for direct correspondence or salutation from the office of the Mayor, including, but not limited to; condolences, congratulations, proclamations, awards and others as appropriate. The Communications Director will work directly with the Administrative Secretary to facilitate the same.
- Schedule and advance constituent outreach including, but not limited to; phone calls, correspondence, meetings, event attendance for Mayor (and Council where appropriate.)

- Advance for and represent the Mayor at speaking engagements, special events, and conferences when needed.
- Assist the Mayor, as needed, at various ceremonial events, including but limited to; weddings, grand openings, proclamations, and other township community and resident special events.
- Assist in determining the objectives of informational programs and the methods by which they will be put into effect in terms of available resources and priorities.
- Plan and craft media coverage and methods to present relevant information to the public.
- Develop, review, and maintain the township's social media policy in coordination with the Mayor and township Solicitor.
- Collect information relating to issues from varied sources; prepare reasonable, unbiased conclusions, and research facts pertinent to specific cases to prepare clear, concise, and informative advice and consultation to Mayor and Council concerning the needs and concerns of the public.
- Write, edit, or oversee the writing and editing of copy; review and evaluate for policy and content; style informational materials and assess the value and effectiveness of written material in achieving branding, information and program objectives.
- Establish and maintain liaison and cooperative working relationships with media representatives, religious leaders, community organizers/leaders, volunteer groups, State and County elected officials, and others as appropriate.
- Plan and publicize special events in coordination with the Mayor, Council, and the Recreational Advisory Committee.
- Coordinate hospitality and protocol for any media representatives, religious leaders, community organizers/leaders, volunteer groups, State and County and other elected officials, and others as appropriate who attend township events and meetings.
- Responsible for veteran and senior outreach and assistance requiring involvement from the office of the Mayor, and, as necessary; maintain a positive working relationship with community groups whose focus is of a similar nature.
- Coordinate the dissemination of County and State information relevant to township residents especially, but not limited to; availability of resources and public safety services.
- Coordinate with township department heads and contracted services for the purpose of unified dissemination of information including, but not limited to: emergency alerts, traffic issues, scheduling, services, and events.
- Utilize all available methods of communication, generate publicity and improve the town's overall social media presence, and maintain a favorable public image for the township wherever possible.
- Conduct or oversee public surveys and other information gathering activities, with the approval of the Mayor and Council, designed to identify resident interests, attitudes, needs, and concerns.
- Arrange for in-person meeting events and public contact programs (e.g. town hall meetings) between residents and Mayor/Council to provide residents and community groups with a better understanding of policies, agendas, or events occurring in the township.
- Spearhead and direct special projects at the request of the Mayor and provide Council and all necessary parties with ongoing updates as needed.

