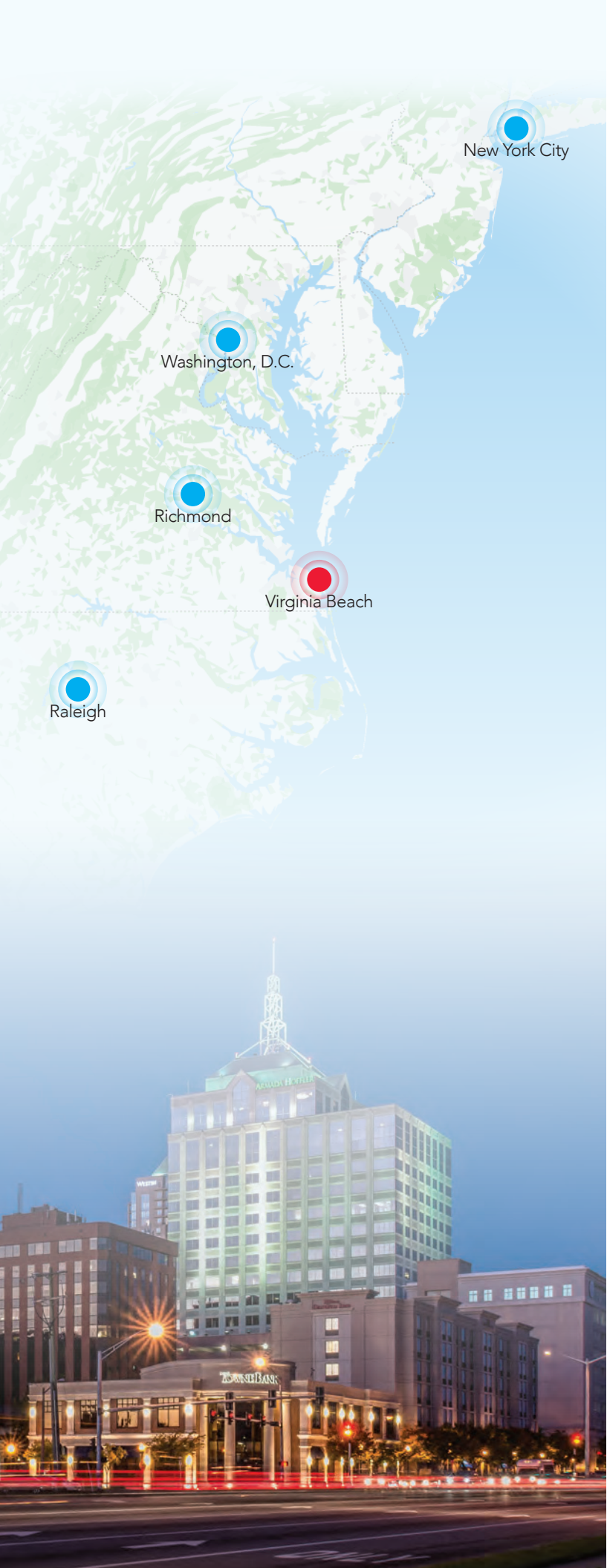




Director of Communications

CITY OF VIRGINIA BEACH





The City of Virginia Beach is seeking a dynamic, results-oriented leader to guide the Communications Office into the future.

Things to love about Virginia Beach

- 38 miles of beaches on the Atlantic Ocean and Chesapeake Bay with vibrant, world-class resorts
- Recognized as one of the best-managed cities in America
- AAA bond ratings from all three bond rating agencies (10+ straight years)
- Low crime rate
- Nationally acclaimed public schools
- 265 parks covering more than 4,000 acres
- 7 public recreation centers and 10 public libraries

Things to know about Virginia Beach

- As the largest city in the Commonwealth of Virginia with a population 459,000, it is also the 43rd-largest city in the nation.
- As part of the Hampton Roads region with a population 1.8 million, it is the 37th-largest metropolitan area in the nation.
- Located in the middle of the East Coast, it is within a day's drive of two-thirds of the U.S. population: 2 hours to Richmond, 3.5 hours to Washington D.C., 3.5 hours to Raleigh, and a 7-hour drive to New York City.
- The climate is moderate: winters are cool, snowfall is light, and summers are hot and humid. The area often falls north of many tropical storm tracks.
- It is governed by a Council-Manager form of government, and the legislative body consists of 11 City Council members who appoint the City Manager to implement policies and act as chief executive officer of City administration.

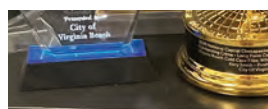
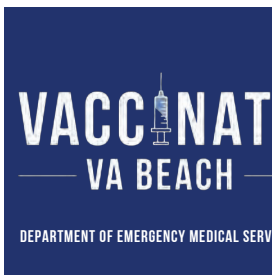
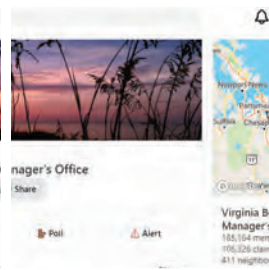
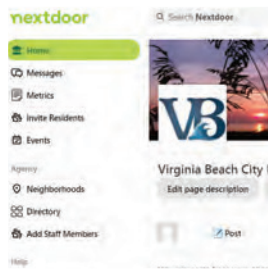
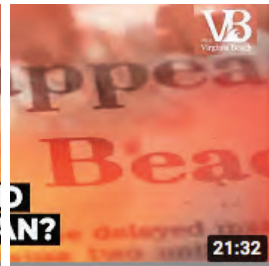
The Communications Office

The Communications Office provides strategic direction and oversight for the City communication plan(s), promotes City initiatives, facilitates relationships with media, fosters community engagement, and communicates with citizens and the public via a variety of communication mediums.

The office is comprised of 20 FTEs focused on providing strategic and tactical solutions for citywide and department-level initiatives. It provides Virginia Beach City Public Schools with video services and works with departments to promote communication initiatives and unified messaging.

Among the services provided:

- Promote community awareness of and engagement in municipal government
- Organize special events
- Produce videos and cablecast live meetings
- Maintain content on City's website and social media sites
- Manage media inquiries and responses
- Write speeches
- Write articles, news releases and reports
- Create presentations



Details About The Opportunity

About the Position

The Director of Communications position will be filled by a public relations/marketing professional with a demonstrated track record of successfully managing a communications function within a local government or large company. The Director will provide strategic guidance and oversight to a team of public affairs, marketing and multimedia service professionals; create and administer the City communication plan(s), foster a culture of community engagement, maximize communications resources and ensure a unified City messages.

The successful candidate will serve as a senior advisor on communication issues and opportunities, supervise 19 staff, and evaluate the structure of and recommend best practices for the City's communication function, including alternative models of organizing and providing services.

Specific responsibilities include:

- Providing strategic and tactical support to major City initiatives
- Building community awareness and facilitating a culture of transparency and engagement
- Developing strong, collaborative relationships with stakeholders inside and outside of the organization
- Overseeing media relations
- Coordinating the Joint Information Center during emergencies and natural disasters
- Performing research, analysis, and coordination of special projects involving interaction with citizen groups, other government agencies, and local business interests
- Writing and editing a variety of products, from letters and reports to speeches and video scripts

This position reports directly to the City Manager and serves on the Executive Management Leadership Team.

Qualifications

Requires a degree in marketing, public relations, communications, public administration, or related field and eight (8) years of experience in fields utilizing the required knowledge, skills, and abilities; or any combination of education (above the high school level) and/or experience and training equivalent to twelve (12) years in fields utilizing the required knowledge, skills and abilities.

Preferred Qualifications

Prefer a master's degree in marketing, public relations, communications, or a related field; 15 years of progressive experience in government or corporate communications; experience providing leadership oversight to a team responsible for branding, promotion, social media engagement, and media relations.

Employee Benefits

- Paid time off (PTO)
- Maternity and parental leave
- 11 holidays
- 3 flexible holidays
- Health, vision and dental insurance
- Short- and long-term disability
- Leave donation program
- Employee assistance program
- Wellness program
- Life insurance
- Virginia Retirement System (VRS)
- Deferred compensation
- Credit union membership
- Legal resources
- Tuition reimbursement
- Flexible spending account
- Health savings account
- Bereavement leave

How To Apply

Submit your cover letter and resume at www.vbgov.com/careers. This position will remain open until filled and resumes will be reviewed ongoing.

Questions? Contact Monica Kopin at mkopin@vbgov.com or 757-385-1361.

