



CITY OF MINNEAPOLIS

Director of Communications

Position profile

THE CITY

As the largest and most vibrant city in the state, Minneapolis depends on purposeful, dedicated and innovative employees. Minneapolis has a large variety of careers for people of all experiences and backgrounds who come together for a singular purpose—serving the residents, businesses and visitors of Minneapolis.

OUR WORKFORCE

Over 3900 employees at the City of Minneapolis faithfully serve the residents, businesses and visitors of the City every single day. Some jobs are more visible in the community while some are behind the scenes, but each employee at the City plays a role in keeping Minneapolis a vibrant place that tops many lists.

Our employees look for ways to keep Minneapolis at the leading edge, offering services and policies that are more comprehensive and progressive than the vast majority of cities. Our employees are a key reason why Minneapolis is a place where all people have an equitable opportunity for success and happiness.

Our purpose, to serve the residents, businesses and visitors of Minneapolis is at the foundation of everything we do. It shapes our priorities, our work, and our culture. It drives our employees to look for new ways to serve, creating an innovative and engaged culture.

*The employees of the City of
Minneapolis are aligned for a singular
purpose - to serve our community.*

THE DEPARTMENT

The Communications department 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, cultural and community broadcast media, web and social media strategy, crisis communications, multi-media 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.



*Learn about what makes
Minneapolis great.*

www.minneapolis.org/visitor



MISSION STATEMENT AND VALUES

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.

THE POSITION



- Provide direction and strategy for all communications programs and projects housed within the Office of Public Service to achieve major City goals.
- Work with City leadership to ensure cohesion and coordination across the enterprise's communications function and continue managing operational changes enacted as part of the City's new government structure implementation.
- Lead team of strategic communications and multimedia professionals.
- Guide media relations management to drive headlines, raise awareness around City initiatives, and deliver information to more Minneapolis residents, business owners, and visitors.
- Guide and manage annual Communications Department editorial calendar coordinating timely and strategic delivery of priority announcements, messages, and storytelling.
- Lead crisis communications for the Office of Public Service; administer the City's Joint Information Center during emergencies alongside the communications team in the Office of Community Safety.
- Develop, implement, and monitor performance metrics across media relations, digital platforms, multimedia services, and strategic communications efforts.
- Develop the City's digital marketing capacity to reach wider and/or targeted audiences with key, priority messages.
- Oversee digital communications, including citywide social media, e-newsletters, and website content, growing the reach of the City's digital platforms.
- Ensure the accessibility of communications products, including readability and ADA access.
- Provide executive communications support to the City Operations Officer and Deputy City Operations Officer for Communications & Engagement as needed.
- Manage various public affairs vendor contracts, visual design and brand standards, social media policy, and multimedia services contracts.
- Plan and administer annual multi-million-dollar department budget.
- Manage government cable access and related activities, including consumer complaint resolution.
- Support multi-million-dollar franchise renewal negotiations.



EDUCATION AND EXPERIENCE

Bachelor's Degree in Communications, Journalism, or a closely related field and Eight to ten years' experience in a large market media position with a strategic planning component, which has included budget and staff management and five years' experience directing a comprehensive communications program in a complex organization

COMPENSATION

\$153,484.00 - \$181,945.00 Annually

HOW TO APPLY

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The City of Minneapolis is an Equal Opportunity Employer.

