



## Deputy Director of Development and Communications Position Description

<b>Position Title:</b>	Deputy Director of Development and Communications
<b>FLSA Status:</b>	Exempt
<b>Reports to:</b>	Mayor
<b>Department:</b>	Mayor's Office
<b>Salary Range:</b>	\$45,000 to \$55,000
<b>Revision Date:</b>	10/25/13

### Purpose of Work

Under Mayoral direction, the Deputy Director of Development and Communications serves as a deputy member of the Mayor's cabinet and is responsible for assisting with the work of development and communications in the City including: business development, community development, marketing and communications, public relations, digital presence, brand initiatives, development and grant writing, community partnerships, outreach and volunteer recruitment.

### Essential Position Functions

1. Coordinates the work and determines the goals of the Development and Communications Department in an ongoing campaign to communicate the value of Bexley as a desirable location for businesses, institutions, and residents
2. Serves as a member of the leadership team; oversees departmental operations in the absence of the Mayor; attends City Council and Planning Commission meetings
3. Assists the Mayor in the targeting and recruitment of new users and uses to the City that further the City's development goals and provide added value to the community
4. Assists the Mayor in furthering the recommendations of the Bexley Land Use Strategy, the Bexley Strategic Plan, and other active plans and strategies of the City
5. Serves as liaison to the Bexley Area Chamber of Commerce and the Bexley Community Foundation; actively participates in at least one community organization or project on an ongoing basis
6. Develops, coordinates, and implements innovative internal and external marketing and communications strategies
7. Assists the Mayor in the design and printing of City publications and promotional materials including the City's Annual Report
8. Assists the Mayor in Tax Increment Fund (TIF), Community Reinvestment Area (CRA), and Tax Incentive Review Council (TIRC) coordination and reporting
9. Oversees and assists with the coordination and implementation of outreach activities, special City programs, events, and displays, as needed; represents the City at community events

10. Advocates at the state and local level for City goals and objectives with the Mayor
11. Develops and maintains effective relationships with residents, community leaders, community organizations, and the local print and broadcast media
12. Actively seeks and provides support for alternative funding sources for City initiatives and events in collaboration with City staff; assists the Mayor with fund development and advancement activities
13. Assists the Mayor with development and maintenance of the City web site and social media presence
14. Drafts communications for the Mayor, as needed
15. Provides written and verbal reports on both routine and special projects
16. Performs additional duties as assigned including leading task forces, committees, etc.
17. Demonstrates a positive attitude and supports City goals and objectives
18. Responds to stakeholder questions and situations in accordance with City policy and in a manner to enhance the reputation of the City as a public service organization
19. Other duties as assigned

## Supervisory Responsibilities

Supervisory responsibilities over internship program from time to time

## Minimum Qualifications

1. Bachelor's degree AND knowledge, skills, and/or experience in public relations, marketing, real estate, finance, public administration or a related field
2. Strong leadership skills including the ability to: serve as a role model, demonstrate sound judgment, resolve problems and conflicts equitably, and maintain a forward-moving team environment
3. Maintains composure and professionalism under pressure
4. Sensitive to deadlines and completes work accurately and effectively in a timely manner
5. Demonstrated ability to develop and maintain effective working relationships with internal and external stakeholders
6. Ability to define problems, collect and evaluate data, establish facts and draw valid conclusions
7. Project management experience including planning, tracking, and evaluating projects
8. Ability to work a flexible schedule, including nights and weekends, as needed
9. Ability to maintain confidentiality and use appropriate judgment in handling information and records
10. Excellent written and verbal communication and presentation skills
11. Proficiency in desktop publishing software such as Publisher or InDesign
12. Advanced proficiency in word processing, spreadsheet, and presentation software

## Preferred Qualifications

1. Experience in the non-profit or public sector
2. Experience with fundraising and development
3. Strategic or long-term planning experience
4. Experience planning and managing budgets
5. Experience with event or program planning and implementation



6. Knowledge of and experience with web design, social media platforms, and/or graphic design

### Physical Demands

Ability to sit and use a computer for extended periods and operate standard office equipment, daily

Ability to lift and move up to fifty (50) pounds, occasionally

Ability to stand for extended periods, occasionally

Ability to perform reaching, bending, climbing and squatting, occasionally

Travel by automobile, occasionally

### Working Conditions

Portion of work performed in general office/City Hall environment

Portion of work performed in various environments throughout the City and central Ohio

Requires availability for extended hours as needed

Requires evenings and/or weekends as needed

Requires periodic participation and attendance at events and trainings

