

**THE CITY OF SALISBURY**  
HUMAN RESOURCES DEPARTMENT  
City Office Building  
132 North Main Street, 2<sup>nd</sup> Floor  
P. O. Box 479  
Salisbury, NC 28145-0479



## **EMPLOYMENT OPPORTUNITIES**

### **Communications Director**

*Your Career, Your Community*

As the Communications Director in the City of Salisbury, you can make a difference! The City is seeking motivated candidates who will perform professional work administering a program of internal and external communications for the City, preparing news releases and presenting statements to media representatives. Responsibilities include but are not limited to performing short and long term planning aimed at increasing marketing and public relation outreach on a local and regional level; developing, editing and placing City news and information into newsletter format; maintaining website content; contacting and developing relationships with news media representatives in order to disseminate information and suggest coverage of City accomplishments; and answering inquiries from media and general public. Join our team for a rewarding career that includes many benefits such as: 401K, Wellness Clinic, Insurance and more.

#### **Minimum Requirements:**

- Bachelor's degree with coursework in Journalism, Public Relations, Marketing or a related field and considerable experience with Public Relations, Local Government or an equivalent combination of education and experience.
- Must have a valid NC Driver's License
- Excellent communication skills required
- Branding experience
- Thorough knowledge of writing and editing techniques required to prepare reports
- Thorough knowledge of public information and modern principles and practices of public relations media.

**Closing Date: June 30, 2015**

**1<sup>st</sup> review: June 15, 2015**

**Salary range: \$64,534.14 - \$88,089.11**

**Please apply online at [www.salisburync.gov/hr](http://www.salisburync.gov/hr)**

For questions please call/visit:

City of Salisbury Human Resources Department, City Office Building, 132 North Main Street  
2<sup>nd</sup> Floor. Phone: (704)638-5217.

**The City of Salisbury prohibits discrimination on the basis of race, color, national origin, sex, veteran status, sexual orientation, religion, age or disability in employment or the provision of services.**

**The City of Salisbury is a Drug Free Workplace**

**Job Opportunities Hotline: (704) 638-5355**

# Communications Director



## About Salisbury:

The City of Salisbury was founded in 1755. The area is rich with centuries of history and adventure while maintaining the charm and character distinct to the region. By 1855, Salisbury had become an important rail junction, connecting the Piedmont to eastern North Carolina.

The City of Salisbury, the county seat of Rowan County, is located in the Piedmont area of North Carolina. Located on Interstate 85, 35 miles northeast of Charlotte and southeast of Winston-Salem, Salisbury is within one days' travel time of any major city on the east coast and is located at the crossroads of I-85, U.S. 29, 52, 70, 601 and N.C. 150. Over 3 million people live within 90 miles of Salisbury, 1.5 million within 55 miles and 60% of the population of the United States is located within an overnight drive of the City.

## The Culture:

The Salisbury community presents an area rich in cultural resources with tremendous citizen support and stewardship for arts and cultural development. Salisbury boasts a tradition of valuing arts and diligently strives to protect existing resources while linking arts and cultural resources to key economic, neighborhood development, educational, and social goals of the broader community.

Salisbury is characterized by a strong commitment to historic preservation, high levels of arts and cultural activity, a citizen base that places high value on arts education, and a strong local tradition of civic volunteerism. The city offers a growing, strong population of professional and amateur artists drawn from many disciplines with vast support from local patrons and foundations.

According to the 2010 Census 33,663 people lived in Salisbury, an increase of 27.8% since the year 2000. The City's population included 10,276 households representing 6,186 families and a resulting population density of 1,488.3 people per square mile. The racial makeup of the City was 57.30% White, 37.56% African American, 0.28% Native American, 1.39% Asian, 0.006% Pacific Islander, 1.92% from other races and 1.48% from two or more races. Hispanic or Latino of any race made up 4.30% of the population. The median income for a household in Salisbury according to recent data was \$32,923.

## The Public Information & Communication Department:

The purpose of the Public Information and Communication Department is to serve as a central source of information by providing a singular voice and facilitating creative communication solutions for the City of Salisbury. To provide professional, timely and accurate public information, marketing and communications services to the citizens of Salisbury. To coordinate distribution of internal communication to City employees. To manage and coordinate the City of Salisbury website, social media communications, television services and print communications. To implement goals and special projects as may be assigned by the City Council.

## The Ideal Candidate:

The Communications Director will report directly to the City Manager. A successful candidate will be an accomplished leader who has a flexible work style and is adaptable to change. The ideal candidate should be highly motivated, have a track record of successful communications and have excellent interpersonal skills in order to work with the community and media. Prior experience in directing, planning, developing and implementing Public Information strategies using all aspects of public relations, public involvement and media relations is desired.

## Responsibilities:

The Communications Director will perform professional work administering a program of internal and external communications for the City, prepare news releases and present statements to media representatives.

### Specific Responsibilities:

- Coordinate Public Relations Programs by assisting and advising City Officials in developing and disseminating press releases, specific materials, statements, and information to enhance the understanding, perception and image of the City.
- Plan, develop and direct programs to ensure dissemination of information designed to keep City departments and the community informed of City programs, services, activities, features and accomplishments.
- Perform short and long term planning aimed at increasing marketing and public relations outreach on a local and regional level.
- Develop, edit and place City news and information into newsletter format; maintain website content and the accuracy and timeliness of online information.
- Contact and develop relationships with news media representatives in order to disseminate information and/or suggest coverage of City accomplishments, personnel changes, programs, events, etc.
- Assist with producing original cable channel programming for the City's cable access channel.
- Train City personnel in proper media relation techniques and associated policies and procedures.

## Qualifications

- Bachelor's degree with coursework in journalism, public relations, marketing, or related field and considerable experience in public relations, local government, public organization work, or equivalent combination of education and experience.
- Valid North Carolina Driver's License
- Excellent oral and written communication skills required
- Branding experience
- Thorough knowledge of public information and modern principles and practices of public relations media
- Extensive knowledge of writing and editing techniques required to prepare reports

Salary Range

\$64,534.14 - \$88,089.11 (Depends on experience)

Application Process:

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