Mayor's Office of Neighborhood Safety and Engagement

Position: Associate Director of Communications

Reports to: Chief of Staff

Job Summary

The Associate Director of Communications is a senior staff position responsible for establishing and driving a multi-channel communications strategy for the agency. This role is critical in ensuring that those who live, work, and play in Baltimore are familiar with the City's public safety strategy and feel engaged as partners in the strategy's delivery. The position requires strong alignment with City of Baltimore's and MONSE's mission, values, and strategic vision, as well as demonstrated success, sound judgment, and flexibility working in a complex, fast-paced environment. The successful candidate will incrementally grow awareness of the public safety until at least 75% of residents are familiar with the agency's work.

Key Responsibilities

Executive Support

- Serve as the agency's primary point of contact for all press inquiries.
- Oversight for all aspects of the Agency Executive's public appearances, including briefing documents, press outreach materials, location and event details, etc.
- Maintain talking points for Agency Executive related to all Mayoral initiatives.
- Ensure the public views agency favorably.

Program Management

- Establish and drive a multi-channel communications strategy.
- Develop long-term communications programming strategy and calendar; including (but not limited to), identifying high-profile events and announcements, long-lead stories at both the local and national level, speaking engagements for the Agency Executive.
- Prepare and manage all communications material.
- Develop brand voice and maintain brand integrity across all platforms.
- Manage media relations and develop contacts with media members, influencers, and community leaders.
- Lead a team of communication, marketing, and design professionals.
- Assist in the creation of digital, video, audio and print content.
- Track engagement across various platforms and make data-driven decisions.
- Manage presence at industry events, trade shows, and conferences.
- Create and launch press releases and marketing/communications campaigns.
- Create budget for communications team and ensure compliance.
- Manage and facilitate special and other events

- Design and edit publications, reports, and other documents on agency programs and projects.
- Facilitate and monitor external communications.
- Create talking points, briefings, memos, and other correspondence.
- Maintain agency web page, social media, and other communications vehicles.
- Partner with Community Engagement and Opportunity Associate Director to identify, manage, and direct opportunities to create or enhance MONSE's collateral and marketing materials, information and promotional content, and delivery channels (i.e. newsletters, brochures, branded programs, video, social media, etc.).

Inter-Agency Collaboration and Community Engagement

- Manage partnership with other City agencies on public safety messaging, co-branding as appropriate.
- Work with peers to create a library/catalog of timely inter-agency talking points related directly or indirectly to public safety.
- Research and implement innovative approaches for the development of culturally sensitive and results driven strategies for outreach, communication, trainings, and webinars.
- Collaborate with external agencies on engagement strategies for funded endeavors.
- Participate and oversee community engagement requirements for funded endeavors.

Qualifications/Skills

- A Bachelor's degree in communications, marketing or a related discipline and/or 5-plus years of communications, marketing or public relations or related experience.
- Experience managing digital content.
- Demonstrated knowledge and proficiency with communications technologies.
- Understanding of copywriting, graphic design, layout, and publishing.
- Working knowledge of content management systems, HTML coding, and digital graphics production.
- Familiarity with social media platforms and social media marketing.
- Experience with search engine marketing, Google Analytics, and Google AdWords.
- Impeccable copywriting and copyediting abilities.
- Strong leadership track record; ability to plan, organize and direct the work of others.
- Excellent verbal communication and presentation skills.
- Familiarity with Adobe Creative Cloud (Photoshop, InDesign, Premiere Pro).
- Must be a pro-active, self-starter who is able to take the lead on tasks with minimal direction.
- Effective communicator with strong interpersonal skills and proven ability to develop productive, positive working relationships.
- Exceptional presentation and writing skills with ability to adapt to various audiences and formats.
- Exceptional organizational awareness and the ability to analyze and brief senior leaders.
- Consistent ability to exercise sound judgment and discretion.
- Flexible and creative problem solver with result-oriented focus.
- Strong analytic and organizational skills with demonstrated attention to facts and detail.
- Ability to effectively manage multiple projects simultaneously.

- Ability to collaborate with individuals at all levels of the agency.
- Ability to establish and maintain effective working relationships with City officials, community and business groups and members of the public.
- Established media relations preferred.
- High level of proficiency in Visio and MSOffice products, including SharePoint and MSProject.
- Previous experience in government or public sector preferred.

About the Mayor's Office of Neighborhood Safety and Engagement

Our Mission

Guided by the Mayor's vision for Baltimore and rooted in a holistic approach to neighborhood health and safety, the Mayor's Office of Neighborhood Safety and Engagement (MONSE) empowers community partners and city agencies to play a more active role in the co-production of public safety and prevention of violence through an equity-based, healing-centered, and trauma-informed approach for the benefit of all Baltimoreans.

Our Guiding Values

In everything that it does, MONSE is committed to upholding its core values of being:

- *Equity-based.* Focused on promoting justice in reducing disproportionate negative impacts of current and future policies and practices.
- *Healing-centered.* Preventing violence must be paired with repairing harm.
- *Trauma-informed.* Based on understanding and integrating knowledge about the causes and consequences of trauma.
- *Justice-oriented*. Real justice is about more than punishment; it is also about restoration, renewal, and healing from past harms.
- *Partnership-based*. Just as violence is intersectional, so must the solutions, relying on cross-system partners and partnerships.
- *Transparent.* Strong partnerships require trust; and trust demands transparency and accountability.
- *Data- and research-driven.* Relying on data and the best available experimental and experiential evidence to guide decision making.
- *Results-oriented.* Devoted to delivering impact.