

CITY OF ROYAL OAK

Communications Director

FAST FACTS



ROYAL OAK, MI



FULL-TIME



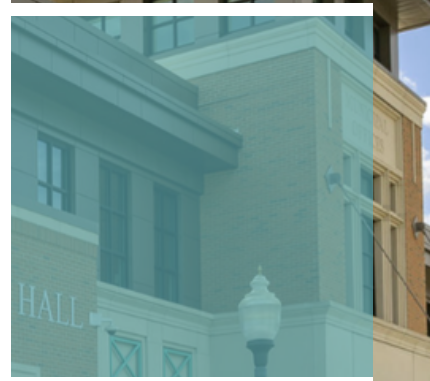
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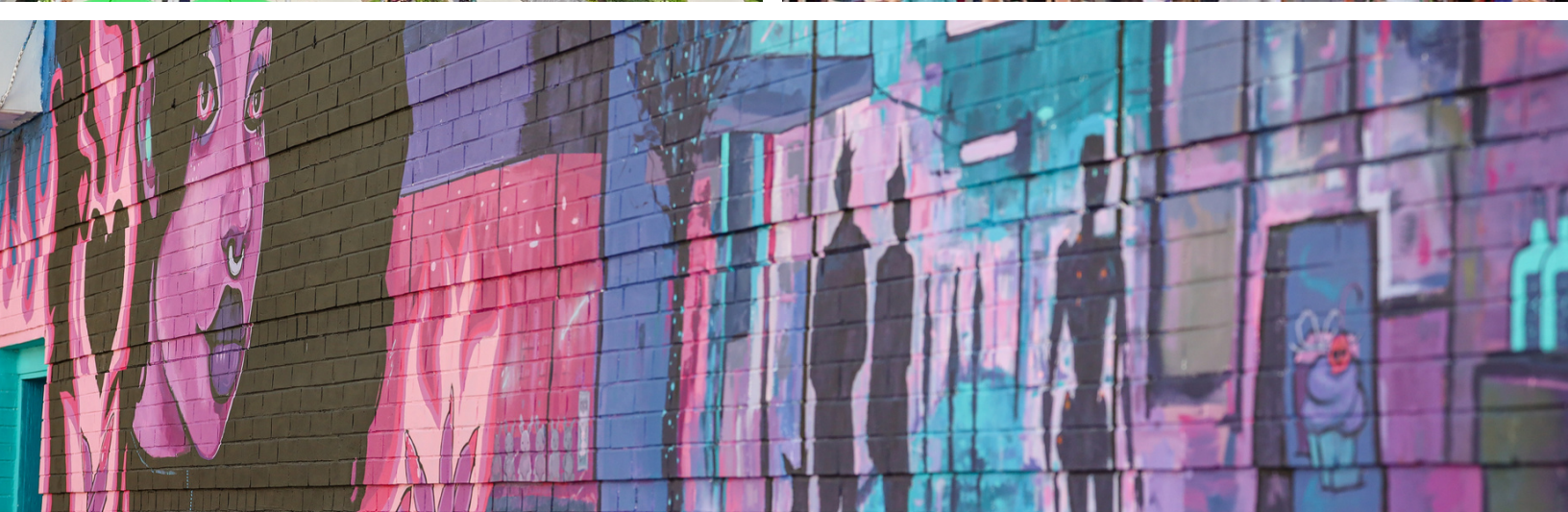


SALARY \$108,824 - \$133,309



APPLY BY MAY 31, 2026





JOIN THE ROYAL OAK TEAM AS THE CITY'S NEXT COMMUNICATIONS DIRECTOR

Royal Oak's Director of Communications is responsible for the development of a proactive and strategic communications department that oversees communications project plans, community outreach, crisis communications, general engagement, and programs vital to the success of the city.

The Director will work in partnership with the city manager and their staff to support and manage internal and external community engagement and information programs. This position also completes high level administrative functions, including supervision, budgeting, and contract compliance.

ESSENTIAL RESPONSIBILITIES

Strategic Communication and Planning

- Develop, monitor, implement, and update a communications and brand management plan for the city, including two-way communications with the public, residents, business community, community organizations, City Commission, and city employees.
- Create and administer the City communication plan to promote initiatives, foster engagement, and ensure a unified city message across all departments.
- Develop an organization-wide Emergency Communications Plan and design, coordinate, and conduct annual tabletop crisis scenario exercises. May serve as the Public Information Officer on behalf of the city.
- Create and manage a master content calendar that aligns the City's communication activities with key events, initiatives, and milestones.
- Assist with the selection and management of other two-way communication tools



Media and Public Relations Management

- Provide strategic guidance and oversight to a centralized team of media, communications, and multimedia service professionals.
- Manage all media communications through print, digital, and social media sources.
- Create, edit, and manage media releases and publications for the city and the city manager's office as needed.
- Establish and develop relationships with the media and serve as the city's initial point of contact with the media.
- Prepare talking points on issues for the manager, staff, and elected officials.
- Monitor, recommend, and cover city activities for inclusion in media releases, the city's website, and social media coverage.

Digital and Social Media Management

- Develop and maintain the City's social media policy to guide how departments establish, manage, and maintain their accounts.
- Provide oversight to ensure social media activities align with the City's communication goals and standards.
- Assist departments in creating and implementing strategies for effective social media engagement.

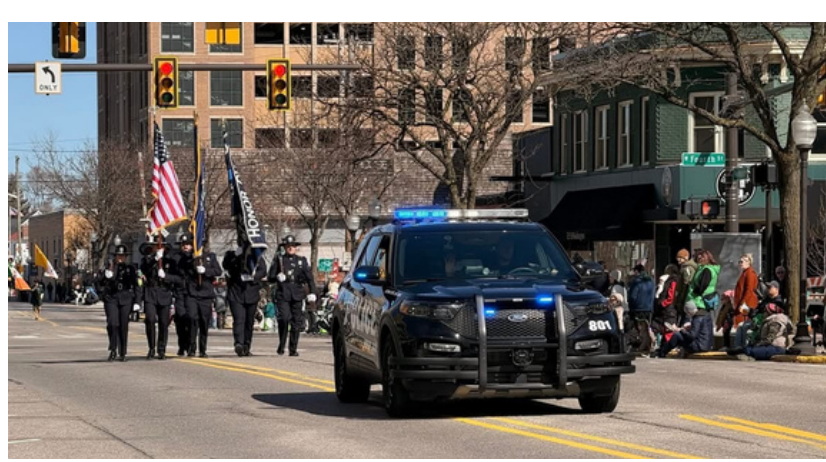
Citizen and Stakeholder Engagement

- Respond to citizen communications received via all forms of communication.
- Provide advice and training to departments on effective communication methods, including responding to the press and preparing media releases.

Leadership, Training, and Representation

- Design, coordinate, and implement media training for City Commission and Department Heads.
- Conduct regular training sessions to ensure department staff are equipped to follow established communication standards.
- Attend the manager's staff and agenda meetings, city commission meetings, and committee meetings as necessary.
- May represent the city in intergovernmental meetings as assigned, including the Intergovernmental Cable Communications Authority.
- Performs supervision work for employees as assigned.
- Provide support for other city activities for the city manager's office as needed.





Administrative and Contract Management

- Manage contract compliance and act as a point of contact for contracts related to the production of television content and programming.
- Perform administrative functions as a department head, including budgeting, organizational leadership, and managing contracts as needed to fulfill the mission of the department.
- Assist the manager and staff in preparation for meetings and presentations (e.g., check venues, test equipment, review presentations).
- Maintain a high level of confidentiality regarding city information and activities.

Other Responsibilities

- Attend and participate in professional organization meetings, seminars, and workshops to stay abreast of innovations and new trends related to duties and responsibilities.
- Prepare reports and related information as directed by the City Manager.
- Communicate the City's policies, procedures and programs to City Commission (through the City Manager's Office), staff, the community. and others both orally and in writing.

THE IDEAL CANDIDATE

Minimum qualifications for the right candidate include:

- Bachelor's degree from an accredited college/university in Business Administration, Communications, or related field (master's degree preferred)
- 10 years of progressively responsible management experience in local government, higher education, or large corporate public communications
- 5-7 years of supervisory experience creating and managing communications plans and policies
- Significant experience in writing, proofreading, web content management, and marketing.
- Significant experience with social media.
- Certification in Crisis Communications preferred or the ability to obtain
- Strong leadership and strategic planning abilities

APPLY NOW

Applications will be accepted between May 1 and May 31, 2026.

Read the full position description and apply at www.romi.gov/careers.