

## Community Relations Director



*The City of Sterling Heights is seeking an innovative and experienced Community Relations Director to lead its public relations, social media outreach, marketing, and event coordination efforts.*

The City of Sterling Heights is recruiting an innovative and experienced Community Relations Director to join its leadership team. The successful candidate will possess strong leadership and organizational skills and a commitment to public service. As a member of the City's executive team, the Community Relations Director will implement the City's communication, marketing, and event planning initiatives.

The City of Sterling Heights is widely recognized as a destination community for those seeking a high-level of public services. Its quality of life is exemplified by exceptional neighborhoods, first-rate library and parks & recreation facilities and programming, full-service police and fire departments, outstanding schools, and low tax and crime rates. It is a culturally diverse community that embraces the differences in its resident population. Sterling Heights is fortunate to have one of the best industrial tax bases in the State of Michigan that fuels job opportunities in many desirable, highly-compensated employment sectors.

With a population expected to reach 134,000 residents in 2020, Sterling Heights will be the third most populous city in Michigan. Strategically situated approximately 30 minutes northeast of Detroit, Sterling Heights residents have convenient access to an abundant array of activities, including cultural programs, sporting events, and recreational opportunities.

The City is relatively young having been incorporated as a City on July 1, 1968. At that time, the residents of Sterling Heights adopted the Council-Manager form of government. The City Manager is appointed by the Mayor and City Council and is the chief administrative officer of the City. Elected at large, the City Council is comprised of the Mayor and six at-large Council members who serve two-year terms. The Community Relations Director is appointed by the City Manager and confirmed by the City Council.

The City of Sterling Heights is a full-service municipality with a 2019/20 budget of \$246.8 million. The City is in excellent financial condition and enjoys superior bond ratings from Fitch's Investment Services, Moody's, and Standard & Poor's. The City's millage rate of 17.1804 mills is among the lowest in the state.

Additional information regarding the community can be found on the City's website at [www.sterling-heights.net](http://www.sterling-heights.net).



## Responsibilities of the Community Relations Director

### Community Relations Future Initiatives

The Community Relations Department is integral to the success of the City. The Community Relations Department serves as the lead communications arm and oversees multiple exciting initiatives. In the 2019/20 fiscal year, the Community Relations Department will focus on the continuation of digital momentum on social media platforms, as well as production of short digital-first videos, while increasing email listserv count through heavy marketing efforts. This will be especially important this summer and fall as the City seeks renewal of a dedicated *Safe Streets* tax to provide public safety operational and local road funding. The Community Relations Department will continue to build on cross-departmental collaboration and provide resources for community outreach through various communication platforms. Community Relations also has exciting marketing campaign objectives for the 2019/20 fiscal year including:

- ◆ Raising Sterling Heights' profile in Metro Detroit as a destination for families;
- ◆ Developing and implementing a regional marketing plan accentuating Sterling Heights' exceptional quality of life;
- ◆ Providing technical and creative support to other departments to assist marketing and public outreach initiatives that enhance the City's overall quality of life, including public art and place-making events and attractions.

The Community Relations Department plays an integral role in support of *Visioning 2030*, the City's long-term strategic plan that shapes all critical planning and decision-making for future City initiatives.

### Core Responsibilities

This high profile position requires a dynamic leader with passion and commitment to public service. Core responsibilities include:

- ◆ Serving as the key spokesperson for the City on all media related matters
- ◆ Planning and coordination of special events, including the annual *Sterlingfest Art & Music Fair*, *Memorial Day Parade* and *State of the City Address*
- ◆ Managing the City's social media and website content

- ◆ Enhancing customer service through multi-media platforms to better publicize and inform stakeholders, including employees, volunteers, residents, businesses, and visitors
- ◆ Develop and coordinate strategic marketing initiatives essential to promoting the City, its quality of life and economic development efforts

The City is committed to providing professional development and training resources necessary to successfully perform these essential responsibilities.

The City anticipates a start date on or before July 1, 2019.

## Qualifications for the Community Relations Director

Candidates for this position must hold a Bachelor's Degree in Communications, Public Relations, Marketing, or closely related field, with a minimum of five years of progressive work experience in a core area of public relations, marketing, and/or event coordination. Public sector work experience will be considered as an asset for the position. A Master's Degree in a related field is desired but not required. Considerable experience in dealing with the media, social media, civic organizations, homeowners' groups, Chamber of Commerce, and the business community is required.

## Compensation

Total compensation for this position, inclusive of base annual salary and compensatory time, ranges from \$100,700 to \$128,875 DOQ. The City has a comprehensive management benefit package including performance pay (after 5 years), paid time off, paid medical and dental insurance, illness and injury benefits, parental leave benefits, a defined contribution retirement plan, car and cell phone allowance, and tuition reimbursement.

## How to Apply

Interested candidates can apply online at <https://www.sterling-heights.net/487/Apply-for-a-City-Job>.

For questions regarding the opportunity, please contact Human Resources at (586) 446-2315.

In accordance with Michigan's Freedom of Information Act, resumes of applicants may be subject to public disclosures.

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