



Communications Strategist **Job Posting Announcement**

Posting Date: 05/03/2021

Posting Number: 1371218

Salary Range: high \$70k range to low \$90k range

Location: 417 E. Fayette Street Suite 468, Baltimore, MD 21202

Status: Full-Time/Regular

About City of Baltimore, Mayor's Office of Employment Development

The Mayor's Office of Employment Development (MOED) delivers economic justice to our city. To us, that means creating an equitable workforce system for all residents – especially those who have been generationally and systemically disadvantaged – one that is responsive to their needs and ensures viable economic opportunities. We do that by coordinating and directing workforce development initiatives responsive to the needs of Baltimore City employees and job seekers in order to enhance and promote the local economy. Our vision is for all City residents to maximize their career potential and all employers to have the human resources to grow and prosper – a workforce system that works.

Position Overview

The Communications Strategist contributes to our mission by ensuring we communicate effectively with key internal and external stakeholders. As MOED's communication lead, the Strategist develops and implements an agency wide communication strategy that explains, demonstrates and shares progress on our commitment to economic justice. The position oversees all agency communication channels and formats, including the agency's website, social media, press releases and media events. The role supports program-level marketing efforts to ensure consistent quality, branding and messaging. The position reports to the Assistant Director of Strategic Initiatives, manages a communication team of one direct report and leads an additional nine liaisons across the agency.

Essential Duties and Responsibilities

- Creates a unified brand strategy and umbrella messaging across the agency, including guidelines for program-level flexibility aligned with their goals and target audience(s).
- Develops and implements a plan that communicates the agency's vision and progress both internally and externally.
- Partners with agency program staff to tell the story of the agency's work and those we serve – our successes and challenges.
- Oversees the agency's social media presence to ensure each platform is consistent with the communication plan
- Plans and coordinates press conferences on specific topics when appropriate.
- Prepares press releases and media briefs as needed.
- Coordinates with Public Information Officers from other city agencies and the Mayor's team to ensure strategic alignment.
- Serves as the agency's primary point of contact with the media, preparing agency leaders and staff to answer inquiries or appear on live programming.
- Provides thought-leadership and stays abreast of emerging communication trends and tools, incorporating them into MOED's plans as relevant and appropriate.
- Champions the culture where all leaders and managers see themselves as capable communicators and representatives of MOED.

Knowledge, Skills, and Abilities

- Ability to write clear, compelling communication in a variety of formats for multiple audiences, on a deadline
- Ability to craft powerful, engaging stories through video, photographs, audio and written forms
- Ability to secure buy-in and engagement from peers and indirect reports (i.e., leverage informal authority) to get the job done
- Ability to manage competing priorities, on-time, on-budget and to-standard
- Proficiency communicating via popular social media platforms, including Facebook, Instagram, Twitter, and LinkedIn
- Basic knowledge of web design, photography, video and photo editing
- Understanding of structural challenges that make it difficult for unemployed residents and low-wage workers to obtain and retain employment
- Basic knowledge of City government policies, procedures and protocols
- Proficient with Microsoft programs (Word, PowerPoint, Excel, Access), Adobe, Drupal, streaming platforms such as Steamyard

You'll know you're right for this role if...

- You have a passion for MOED's mission and Baltimore City.
- The opportunity to re-imagine and re-create a communication function from scratch excites you more than it scares you.
- You are a creative written and visual story teller.
- You're a natural collaborator and team player.
- You exude excitement when speaking to audiences of all sizes.
- You can think strategically and roll up your sleeves to get the job done.
- You make the most of limited resources.
- You see opportunities where others see only challenges.
- You enjoy learning new things and also teaching others.

This role probably isn't a great fit for you if...

- You expect to delegate more than half the work of implementing the plan.
- You thrive on predictability.

Required Education and Experience

- A bachelor's degree from an accredited college or university
- Four years of experience in performing marketing, public information or public relations work.
- Equivalent combination of education and experience.

Additional Requirements:

- Access to a computer or laptop with a microphone, camera and high-speed internet capabilities
- Ability to pass a mandatory criminal background check and drug screen
- Ability to work hybrid schedule (telework and onsite as scheduled for operational needs)

Interested applicants may apply via this [link](#)

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