

Notice of Job Opening

Position: Director of Communications

Applicants must meet the requirements outlined in the enclosed job description.

Preferred Qualifications: A graduate degree in marketing, journalism, communications, public relations, English, or related field.

Department: Office of the Mayor

Vacancies to be filled: 1

Rate of Pay: \$78,780 - \$111,400 Annually
Commensurate with qualifications and experience

Schedule: 37.5 (8:30 am-5pm)

Application Deadline: Until Filled

All applicants must submit an application online via <https://www.activatealbany.com/jobs> to be considered for the job opening.

Residency Requirement: YES

Preference in hiring is given to qualified City of Albany residents. All candidates must reside in the following counties at the time of appointment and throughout their employment. Proof of residency will be required at time of appointment.

- Albany County
- Columbia County
- Greene County
- Rensselaer County
- Saratoga County
- Schenectady County
- Schoharie County

DIRECTOR OF COMMUNICATIONS

DISTINGUISHING FEATURES OF THE CLASS: The Director of Communications manages the Mayor's Communications Team and serves as the Administration's lead strategist for all internal and external communications. Reporting directly to the Mayor, the Director of Communications oversees strategic communications, directs all proactive and responsive communications from the Administration, and manages relationships with the press. The incumbent directly supervises the Director of Digital and Community Communications and the Director of Marketing. By shaping how the Administration communicates with the public, the Director of Communications ensures that residents see their government at work as a clear, honest entity grounded in a shared commitment to progress, transparency, and trust.

TYPICAL WORK ACTIVITIES: (Illustrative Only)

- Designing and leading the implementation of a strategic communications strategy for the Mayor's Office, including proactive and responsive communications across an array of mediums. Tracking and reporting to the Mayor progress on this strategy;
- Providing strategic guidance to the Mayor and Cabinet peers on narrative and message development, timing and means of sharing information, responses to emerging situations, and strategies to maximize the visibility and impact of new policies, programs, actions, and investments;
- Ensuring that all citywide communications issued by the City of Albany are accurate, consistent, and in line with the vision and objectives established by the Mayor's Office;
- Serving as press secretary to the Mayor, including managing productive relationships with all media outlets, organizing and facilitating press briefings and conferences, preparing official media releases, and serving as primary contact for all media inquiries. Working closely with Departments, Agencies, Boards, Commissions, Offices, and other Mayor's Office staff to gather accurate and timely information to be communicated to the press;
- Preparing, with the support of the full Communications Team, written remarks for the Mayor to deliver to a variety of audiences in the form of speeches, statements, and video messages.
- Supporting the Mayor before, during, and after press engagements including interviews, background conversations, and press conferences;
- Overseeing the work of the Director of Digital and Community Communications, who ensures that resident-facing communications from the City of Albany are digestible, easy to understand, and can reach all Albanians;
- Managing the Director of Marketing, who works closely with City departments to ensure that all public-facing communications from the City of Albany reflect a consistent brand, voice, and messaging approach;
- Coordinates closely with colleagues to ensure timely and accurate communication of ongoing initiatives and priorities;
- Performs related work as required.

FULL PERFORMANCE KNOWLEDGE, SKILLS, ABILITIES AND PERSONAL CHARACTERISTICS:

- Exceptional written and oral communication skills;

- Experience leading and developing strategic communications plans for a major organization or office, from vision through implementation and tracking.
- Deep familiarity, and preferably existing relationships, with new and legacy media outlets at the local, regional, national, and international levels.
- Proven ability to build and maintain productive working relationships with journalists across all media, with a strong understanding of formal and informal media practices and day-to-day needs.
- Ability to oversee multiple team members simultaneously, providing clear strategic direction and task-specific guidance and feedback.
- Working knowledge of Albany, its communities, and local government.
- Ability to communicate complex information clearly, succinctly, and compellingly, and to translate others' ideas into digestible, actionable messages.
- Experience managing crisis communications and responding quickly to press inquiries.
- Ability and willingness to work outside a traditional office schedule, including evenings and weekends, and in various indoor and outdoor settings to support the Mayor.
- Physical condition commensurate with the demands of the position.

MINIMUM QUALIFICATIONS:

- A. Bachelor's degree or higher in marketing, journalism, English, communications, public relations, or a closely related field and five (5) years of professional communications experience, including experience working closely with a high-profile elected official or executive in a communications function.