



S. RENÉE NARLOCH  
& ASSOCIATES  
PROFESSIONAL EXECUTIVE RECRUITMENT



# CITY OF DUBLIN, OH

INVITES YOUR INTEREST IN THE POSITION OF  
**DIRECTOR OF COMMUNICATIONS &  
PUBLIC INFORMATION**

## THE COMMUNITY

The City of Dublin is a vibrant, forward-thinking city located on the Scioto River in the northwest part of the beautiful Columbus metropolitan area. Encompassing nearly 25 square miles, Dublin is a growing, diverse community which is home to more than 49,000 residents and more than 65,000 corporate citizens.

In 2018, Niche.com named the City of Dublin as the best place to live in Ohio and the 9th best suburb in America. The City's long-term commitment to its outstanding quality of life is evident throughout this friendly and progressive community.

Dublin owns more than 1,200 acres of public parkland, maintains 60 public parks and 100+ miles of bike paths, which complements the healthy and active lifestyle of its residents, the majority of whom are upwardly mobile, well-educated, and between the ages of 36 to 45 years. The City was named one of the top 100 safest cities in the U.S. by NeighborhoodScout and one of the Safest 50 Cities in Ohio by Safewise.

The city's residential market offers something for every lifestyle, from historic neighborhoods to contemporary condominiums and breathtaking estates. Most City residents live in the Dublin City School District, the 10th largest school district in Ohio, which consistently ranks among the top districts in Ohio and educates almost 17,000 students.

The City hosts a variety of world-class events, including the annual Dublin Irish Festival, which just celebrated its 34th anniversary. What began as a small gathering has grown to be one of the largest Irish cultural gatherings in the world, with an average attendance of over 100,000 guests per year. The City is home to a Jack Nicklaus premiere golf course and hosts several major PGA tour events including The Solheim Cup, The Ryder Cup, and The President's Cup.

Dublin has a diverse and sound economic base which enables it to attract and retain top-notch, high-quality commercial developments. The city is home to many Fortune 500 companies and 4,300+ businesses of all sizes. Known for being business-friendly,



Dublin fosters entrepreneurship, supports innovation, and provides resources to bolster its economic vitality and sustainability.

Dublin offers a variety of dining and shopping venues, including several within its quaint Historic District.

The City prides itself on providing an extremely high level of local government services. It is committed to working with residents and businesses to exceed expectations, thereby ensuring the City continues to be a premier community.

## THE ORGANIZATION

The City of Dublin operates as a council-manager form of government. The City Council consists of seven members, three elected at large and four elected from each of the City's four wards. Councilmembers serve a term of four years, and the Mayor is elected by fellow Councilmembers to a two-year term. The City Council is responsible for setting priorities and policies to enhance and maintain the City's enviable quality of life. The City Manager is appointed by and serves at the pleasure of the City Council as the City's Chief Administrative and Law Enforcement Officer and is responsible for the day-to-day operations and administration of the City.

The City of Dublin is a full-service agency with 20 principal organizational units supported by 415 full-time permanent employees and 191 part-time, temporary, and seasonal staff. The City has an FY2021 annual operating budget of \$86.5 million (including a General Fund of \$73.6 million) and a 5-year capital improvements budget of \$267 million. The City is fiscally sound with AAA bond ratings from Moody's Investors Services and Fitch Ratings.

The City's mission is to provide the best quality of life and environment in which residents and businesses can thrive. The City of Dublin operates under a set of seven key core values: integrity, respect, communication, teamwork, accountability, positive attitude, and dedication to service. In partnership with the community, the City delivers excellent and dependable public services while building trusting relationships through openness, inclusion, and

innovation. The City is a leader in municipal innovations, including tax increment financing, underground fiber optics, Wi-Fi deployment, and green initiatives.

## THE POSITION

The Director of Communications & Public Information provides overall leadership, direction, guidance, and management of the functions, operations, programs, activities, resources, and staff of the Division of Communications & Public Information Division. The Director oversees the coordination and implementation of City-sponsored internal and external communications and publications, marketing, media relations, social/digital media, brand alignment, multi-media productions, public affairs, crisis communication, and engagement with employees, key stakeholders, and other priority audiences. The Director reports to and works at the direction of the City Manager.

The Director supervises eleven (11) staff including a Public Affairs Officer, Public Information Officers, a Multimedia Communications Specialist, a Digital and Brand Manager, a Digital and Graphic Designer, and an Administrative Support III.

Responsibilities of the Director include:

- Directs, supervises, assigns, trains, and evaluates work of staff engaged in marketing, internal and external communications, media relations, social/digital media, brand alignment, multi-media productions, public affairs, and crisis communication functions, operations, programs, and activities; supervises the development and dissemination of all news releases and public information materials and works to develop City-wide publication graphics standards.
- Establishes, develops, and maintains effective relations with the news media to ensure fair and balanced media coverage; develops, in conjunction with community representatives and the City Council, the strategic communications plan; manages publicity efforts with Visit Dublin Ohio, the Chamber of Commerce, media, business leaders, and community groups to promote the City.
- Develops, prepares, and presents the Divisional annual operating budget; determines resource needs and financing requests; participates in budget hearing processes; oversees the administration and execution of the Divisional operating budget.
- Monitors and implements a crisis communication plan to address concerns of media, employees, and other key audiences in adverse situations; plans



responses and courses of actions for evolving issues; oversees the development and implementation of issue management strategies related to communication efforts.

- Manages consultants engaged by the City to enhance the City's image; promotes the City by speaking before community organizations, delivering video presentations, and working with community leaders, business leaders, volunteer groups, and communication professionals.
- Develops and oversees implementation of advertising, marketing, and promotional multimedia campaigns to market economic development efforts.
- Assists the City Manager, when requested, by serving as the City representative to business and community groups; collaborates with the appropriate Departments/Divisions and administrative functions to plan, coordinate, and implement special projects and/or communication efforts for special projects.
- Manages an internal communications program designed to develop new and better means to effectively communicate with City employees.
- Performs other related duties as assigned.

The Director must have the ability to assess the Division's overall effectiveness in carrying out its mission and recommend improvements as needed. Thorough knowledge of municipal government structure and processes is essential.

The ideal candidate will be a strong, proactive servant leader with a collaborative, team-oriented management style. The new Director will be innovative,

creative, and transparent with strong analytical, organizational, problem-solving, and interpersonal skills.

The Director is a trusted partner of the City's highly-effective and engaged leadership team. The successful candidate will be effective at building and maintaining strong community and business partnerships.

The City seeks a dedicated public servant who can lead division staff, providing direction and support, setting priorities, and mentoring and developing staff to expand their participation and influence. The ideal candidate will embrace the City's commitment to diversity and inclusion.

Candidates must have a proven ability to develop a comprehensive communications strategy that will support all lines of services in their efforts to communicate with stakeholders, both internal and external. In addition, the Director will be a good listener who can readily understand the roles and responsibilities of stakeholders, such as Department Directors, and assist them as needed in pushing out clear, consistent, and unified communications.

A big-picture thinker who is data-driven, politically astute, with strong business acumen, and an ability to anticipate issues and the needs of others is needed. The ability to be responsive and function in a fast-paced environment with high expectations from the organization and community is essential. Excellent written and verbal communication skills, as well as presentation and computer skills, are required. Experience in emergency management and critical incident crisis communications is a must.

Requirements include a Bachelor's degree in Public Relations, Journalism, Communications, or other relevant fields, and extensive progressively responsible managerial public relations, communications, journalism, or other relevant experience. A Master's Degree in Public Relations, Journalism, Communications, or other related fields is preferred.



## COMPENSATION

The salary range is \$91,400 - \$131,400. Starting salary will be based upon qualifications of the individual selected. The City provides an excellent benefits program, including medical, dental, vision, and life insurance, and deferred compensation, employee assistance program, short-term disability, and generous vacation, personal, and sick leave.

Retirement benefits are provided through the Ohio Public Employees Retirement System.

## TO APPLY

If interested in this outstanding opportunity, please visit our website at [www.srnsearch.com](http://www.srnsearch.com) and apply online. The position is open until filled. First review of applications will take place on April 26, 2021.

Resumes will be screened according to the qualifications outlined above. Screening interviews with the most qualified applicants will be conducted by S. Renée Narloch & Associates to determine a select group of finalist candidates who will be asked to provide references; references will be contacted only following candidate consent. Final interviews will be held with the City of Dublin. Candidates will be advised of the status of the recruitment following the selection of the Director of Communications & Public Information.

Questions regarding recruitment may be directed to:

Ms. S. Renée Narloch, President  
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*The City of Dublin is an Equal Opportunity Employer.*



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