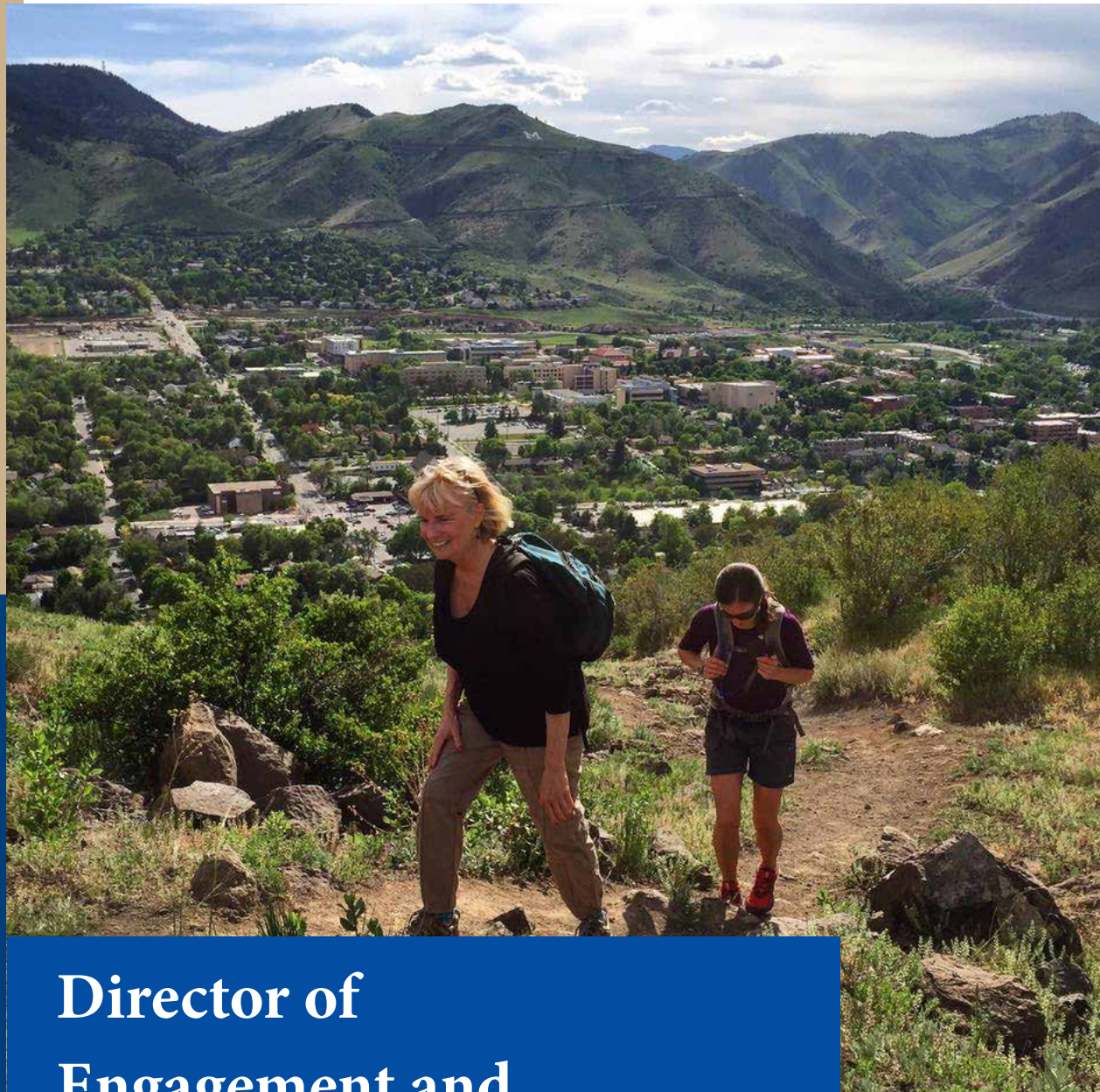




City of
Golden



Director of Engagement and Communications

This is a unique opportunity for a creative and collaborative Communications leader to find new ways to engage the community while enhancing communication and outreach opportunities as part of a dynamic team.

The Community

Golden, Colorado is a vibrant community rich with culture, outdoor activities, scenic beauty, thriving businesses, and friendly people, but the City's origins are largely thanks to another valuable resource – gold. A small amount of gold discovered in Clear Creek attracted more people to the area in the mid-19th century. Picturesquely situated in the foothills of the Rocky Mountains, Golden is home to over 20,000 residents who enjoy a high quality of life, world-class outdoor adventure opportunities, a flourishing arts and cultural scene, and a superior public education system. The City is located in Jefferson County and only 30 minutes from downtown Denver by car or light rail, providing convenient access to additional cultural, business, and entertainment attractions.

Today, the City covers approximately nine square miles, with stunning natural vistas in every direction. Nestled between the mountains and two scenic mesas, you're guaranteed a beautiful backdrop no matter where in Golden you are lucky enough to find yourself. Residents and visitors alike are captivated by Golden's small-town charm and pristine beauty, which the City continues to preserve while offering various modern amenities.

For outdoor enthusiasts, Golden is a paradise. The City has 24 miles of trails connecting to vast, open spaces and is nationally recognized for being bike and pedestrian friendly. Clear Creek runs through the heart of Golden and attracts kayakers, tubers, fishers, and sunbathers. In the winter, Golden makes a great basecamp for skiers headed to the many ski resorts in the area. The hills closer to home also supply miles of trails for snowshoers and cross-country skiers. Avid golfers delight in Fossil Trace, an award-winning golf course featuring large, undulating fairways and greens paired with treacherous greenside and fairway bunkers, and kids of all ages enjoy the Splash water park, one of the largest water parks in the area. A variety of popular annual events and festivals draw attendees from throughout the region.

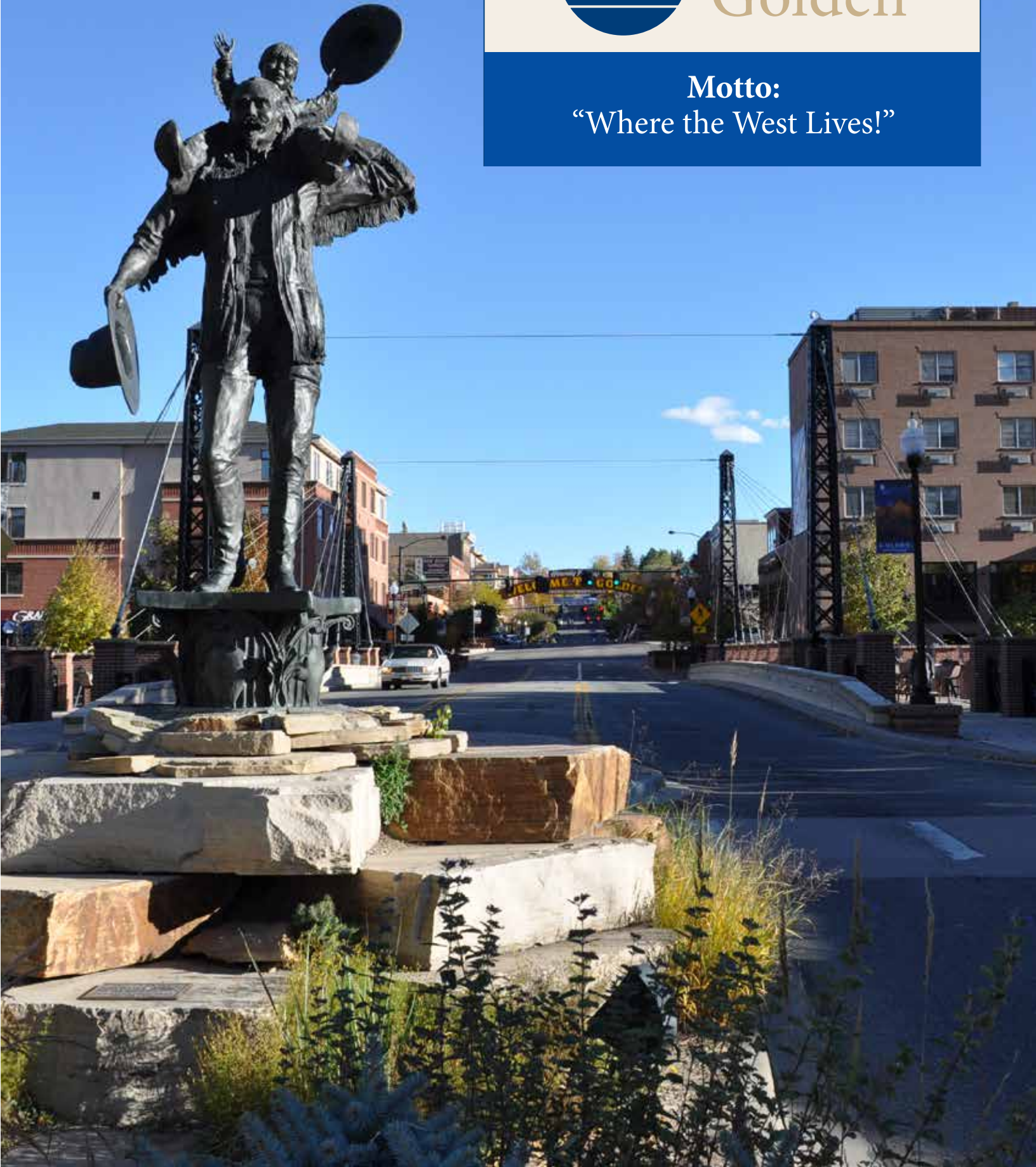
The downtown area offers an array of shopping and dining options, with pleasant patios and charming parks throughout, providing a perfect backdrop for al fresco dining. For those who crave outdoor adventure and a small-town flavor by day, but enjoy the lights of the city by night, downtown Denver is only a short drive to the east, with enough excitement on hand every day of the week to keep any night-owl entertained.





City of
Golden

Motto:
“Where the West Lives!”



■ Governance & Organization

Golden operates under the council-manager form of government. Policy-making and legislative authority are vested in the City Council, consisting of the Mayor and six other members. The Council is elected on a non-partisan basis for four-year staggered terms, with elections every two years. Four Council members are elected by wards, two by districts (each encompassing two wards), and the Mayor is elected at-large. The City Manager is the Chief Executive Officer of the day-to-day operations of the City and appoints the Deputy City Manager and the heads of the various departments. Golden is proud to have an involved Council that cares about the community. The City is regularly recognized by various publications as one of the best places to live and visit in Colorado.

■ The Department

The City of Golden Engagement and Communications department provides information on the latest news and events happening in Golden. Working closely with City departments and the City Council, the department coordinates the City's communication efforts, both internally and externally, to provide comprehensive information and engagement to residents, businesses, visitors, and other public sector organizations while striving to establish and maintain a consistent, positive, and effective city-wide image and message. With a goal to be transparent to both the public and the media, they strive to provide accurate and timely information while seeking to receive public input to enhance the City's ability to respond to its public.

The department engages the community and promotes Golden City government, services, meetings, programs, and events using a variety of mediums. They strive to serve in a proactive role while responding reactively as necessary to unforeseen situations that may arise. The Engagement and Communications office philosophy is to provide a hands-on, accessible approach to engagement and communications by establishing publications, implementing programs, and using social media outlets to provide the community with opportunities to connect with the City. They do this by employing a range of services in communications, community engagement, public information, marketing, public relations, production of publications and videos, graphic design, website, social media, and local cable TV.

The Director provides leadership and vision for all aspects of the City's public communications activities and operations, including crisis communications, public relations, marketing, audio-visual production, publications production, and event planning.

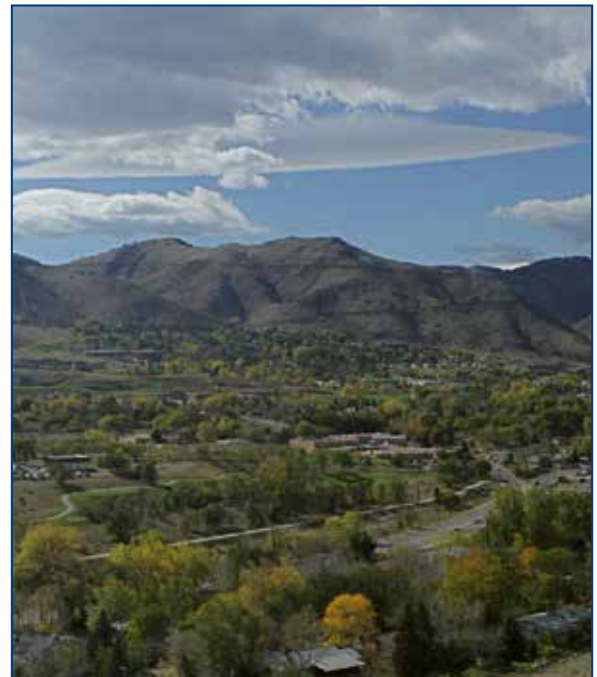




The philosophy of the Engagement and Communications Office is to provide a hands-on, accessible approach to engagement and communications by establishing publications, implementing programs, and using social media outlets to provide the community with opportunities to connect with the City.

■ The Director

The Engagement and Communications Director is a visionary and adaptable leader responsible for an \$850,000 budget and 5 direct reports including a Special Events Coordinator, Digital Content Specialist, Graphic Designer, Media Production Specialist, and a Digital Content and Marketing Specialist. Responsible for day-to-day messaging and communications, the Director provides leadership, strategic counsel, and expertise in support of a consistent and effective citywide approach to meaningful communication and community engagement. The Director reports to the Deputy City Manager and serves as a member of a dynamic city leadership team dedicated to creating a culture in which employees thrive and deliver excellence to the community.



In addition to developing, planning, and implementing department goals and objectives, the Director oversees all aspects of the City's public communications activities and operations, including crisis communications, public relations, marketing, audio-visual production, publications production, and event planning. The position is also responsible for overseeing outreach channels and opportunities for individuals to participate in city projects, ensuring consistency across city communication platforms with an eye toward broadening the city's reach, and managing media messages that serve the City's needs.

The City of Golden desires a creative, flexible, and detail-oriented leader with the ability to see issues from multiple perspectives while also being willing to change direction if necessary. A leader with a passion for public service, a collaborative management style, and a keen ability to communicate, listen, engage, and respond while maintaining a calm demeanor will serve the department well. This role offers the right leader a tremendous range of potential opportunities to make an impact on the City of Golden now and into the future.

■ Characteristics of the Ideal Candidate

The ideal candidate is a strong manager of people and information with the ability to exercise fiscal responsibility and be seen as a leader both in the department and city-wide. With a proven track record for implementing the vision of local government officials, the ideal candidate will also understand how budgeting, partnerships, and local government function, work, and interact with one another. The new director must be a strong communicator and able to handle conflict calmly and effectively while demonstrating flexibility and adaptability to changing situations and priorities.

Additional characteristics being sought include:

- » Proven leader with high emotional intelligence and the ability to motivate, encourage, inspire, and motivate staff including the recruitment and development of a diverse team.
- » Experience in community outreach and engagement, including the ability to develop and execute communication plans that promote the City's programs, initiatives, and services.
- » Knowledge of marketing and branding strategies including experience in social media management and content creation.
- » Knowledge of web design and development with the ability to effectively manage the City's website content.
- » Strong communication and interpersonal skills, and the ability to exercise these skills to foster community engagement and build relationships with community members and stakeholders
- » Excellent problem solving and organizational skills, including the ability to react in a crisis, making timely and appropriate decisions with good judgement.

■ Minimum Qualifications

Graduation from an accredited college or university with a bachelor's degree in journalism, communications, media relations, marketing, or a related field AND a minimum of 7 years' progressive public engagement, marketing, public information and/or public relations experience including at least 3-5 years of supervisory experience.

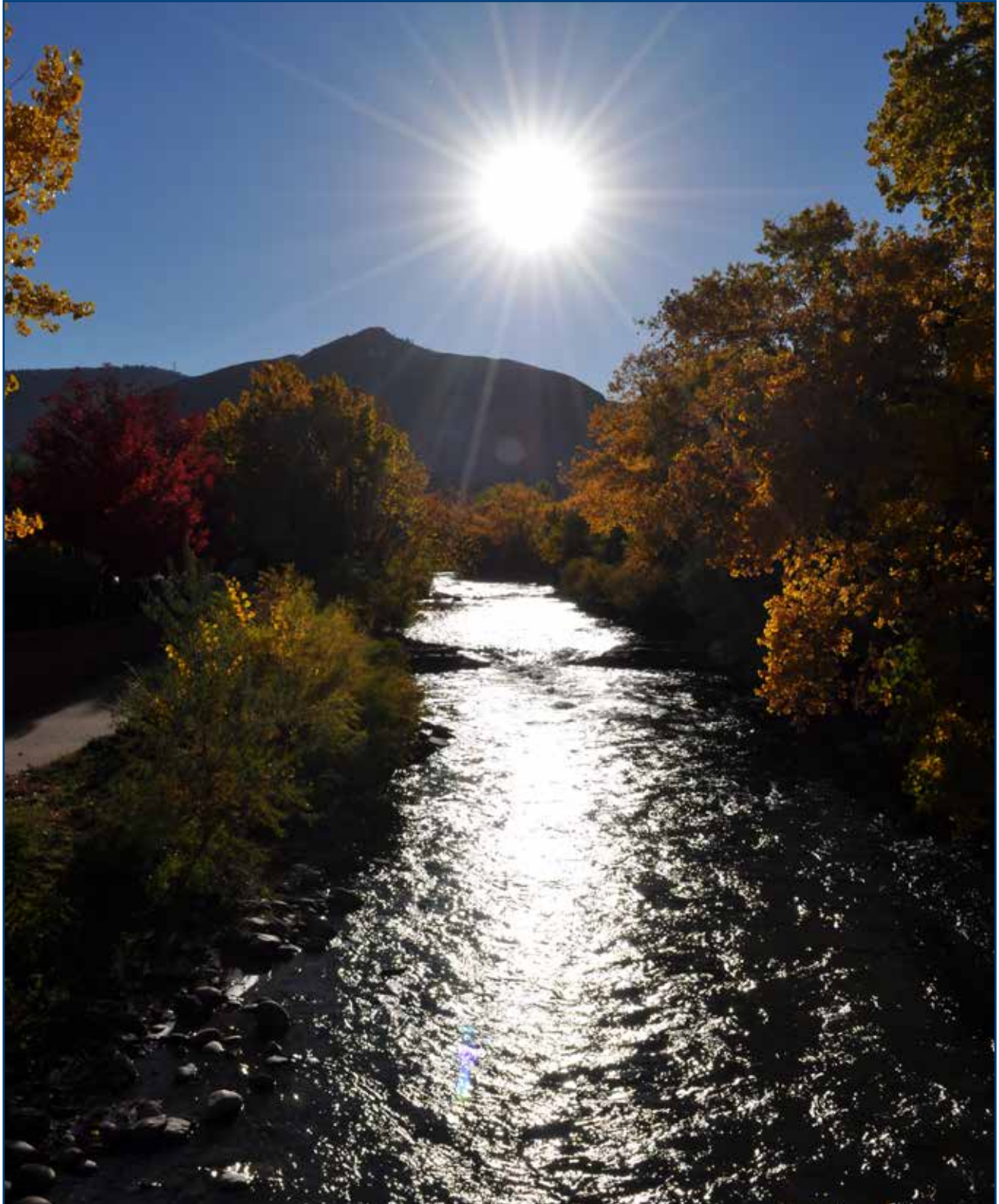
Master's degree preferred. Government communications experience a plus. Experience working with elected officials and as part of a senior leadership/executive management team is also preferred. Possession of a valid driver's license and good driving record is also required.

The City of Golden is an Equal Opportunity Employer and values diversity in its workforce.

Studies have shown that women and people of color are less likely to apply for jobs unless they believe they can perform every job description task. We are most interested in finding the best candidate for the job, and that candidate may come from a less traditional background. The City may consider an equivalent combination of knowledge, skills, education, and experience to meet minimum qualifications. If you are interested in applying, we encourage you to think broadly about your background and skill set for the role.'

■ Compensation and Benefits

The City of Golden offers a competitive hiring range of **\$101,455 - \$124,282**. Actual salary will be dependent on the qualifications and experience of the successful candidate. As well as offering competitive pay, a caring work environment and a great location, the City of Golden has an exceptional benefits package including a 401(a) and 457 plan with City match.



■ Application Process and Recruitment Schedule

To be considered for this exceptional career opportunity, submit your application and résumé by **May 12, 2023**. Résumé should reflect years and months of employment, beginning/ending dates as well as the size of staff and budgets you have managed. Please submit your materials to:

<https://www.governmentjobs.com/careers/goldenco/jobs/4004919/community-engagement-communications-director?pagetype=jobOpportunitiesJobs>

For additional information about this position please contact:



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Website: www.cpsshr.us/search

Candidates deemed to have the most relevant backgrounds will be invited to participate in a preliminary screening interview. Those individuals determined to be best suited will be invited to participate further in a formal assessment process. Applicants selected as finalists for this position will be subject to a comprehensive background check.

— RESOURCES —

City of Golden

<https://www.cityofgolden.net/>

Engagement and Communications

<https://www.cityofgolden.net/government/departments-divisions/media-community-relations/>

City of Golden News Page

<https://www.cityofgolden.net/category/news/>

GCO.tv

<https://gco.tv/CablecastPublicSite/?channel=1>

The Golden Informer

<https://issuu.com/cityofgolden/stacks/42b62c4a61db401ea254f6585737511f>

Visit Golden

<https://www.visitgolden.com/>

Golden Chamber of Commerce

<https://goldenchamber.org/>