

DIRECTOR OF COMMUNICATIONS





This is a tremendous opportunity for an experienced, public service-oriented communications professional to serve in a “brand-new” role with the Township.

THE COMMUNITY

The Woodlands is an award winning and nationally recognized master-planned community located on 28,000 acres of forestland 27 miles north of Houston, Texas. The community has approximately 120,000 residents, 2,100 businesses and a valuation of nearly \$25 billion. It is well known for its extensive parks and recreation, golf, corporate headquarters, schools, places of worship, shopping, dining, hospitality, and health care.

The Woodlands officially began in 1974. From 1974 through 2009, three major community associations and a special purpose district provided services for most residents and businesses. On January 1, 2010, the three community associations and the district were combined and became The Woodlands Township.

In 2022, The Woodlands Township was named **Best City to Live in America** by Niche.com for the second consecutive year.

The Woodlands also ranked in the **Top 10** for the following categories:

- Best Cities to Buy a House in America (#2 of 228)
- Cities with the Best Public Schools in America (#6 of 228)
- Best Cities to Raise a Family in America (#2 of 228)
- Best Cities to Retire in America (#7 of 228).

THE ORGANIZATION

The Woodlands Township is a special purpose district that acts as the governmental service provider for the community. It provides fire protection, environmental & solid waste services, parks and recreation programming, right-of-way, and pathway maintenance, as well as public transportation, economic development, and supplemental law enforcement, among many other services, programs and amenities. The Township is governed by a board of directors composed of seven at-large directors, each serving a two-year term and elected by voters within The Township in both Montgomery and Harris Counties. The organization is led by the President/CEO, who provides oversight of day-to-day affairs of the Township in partnership with an executive management team. The current property tax rate is 18.05 cents per \$100 of valuation, and the consolidated budget totals approximately \$133 million.

The Township staff and Board of Directors are committed to public safety and exceptional levels of customer service. Together, they responsibly fulfill the governance needs of the community while promoting the economic development of The Woodlands and providing services that enhance property values. The Township currently employs approximately 550 full-time, part-time, and seasonal staff members.

Residents, businesses, and visitors receive excellent fire and first-responder services through The Woodlands Fire Department that employs 170 full-time personnel. Services are provided from eight strategically located fire stations and an emergency training center. The Woodlands has the highest ISO rating.

DEPARTMENT OVERVIEW

The Communications Department focuses on awareness of The Woodlands Township and how it serves the general public, as well as maintaining the Township's website and social media presence, and the publication of the monthly Woodlands Community Magazine. The department works with the Township's Board of Directors and staff, residents and businesses, media entities, government entities, for-profit and nonprofit associations.

The department has an annual budget for FY2023 of approximately \$1M and is comprised of 8 full-time staff positions including the Director of Communications, Communications Manager, Senior Communications Specialist, two Communications Specialists, Social Media Specialist, Media Specialist, and Senior Administrative Assistant.

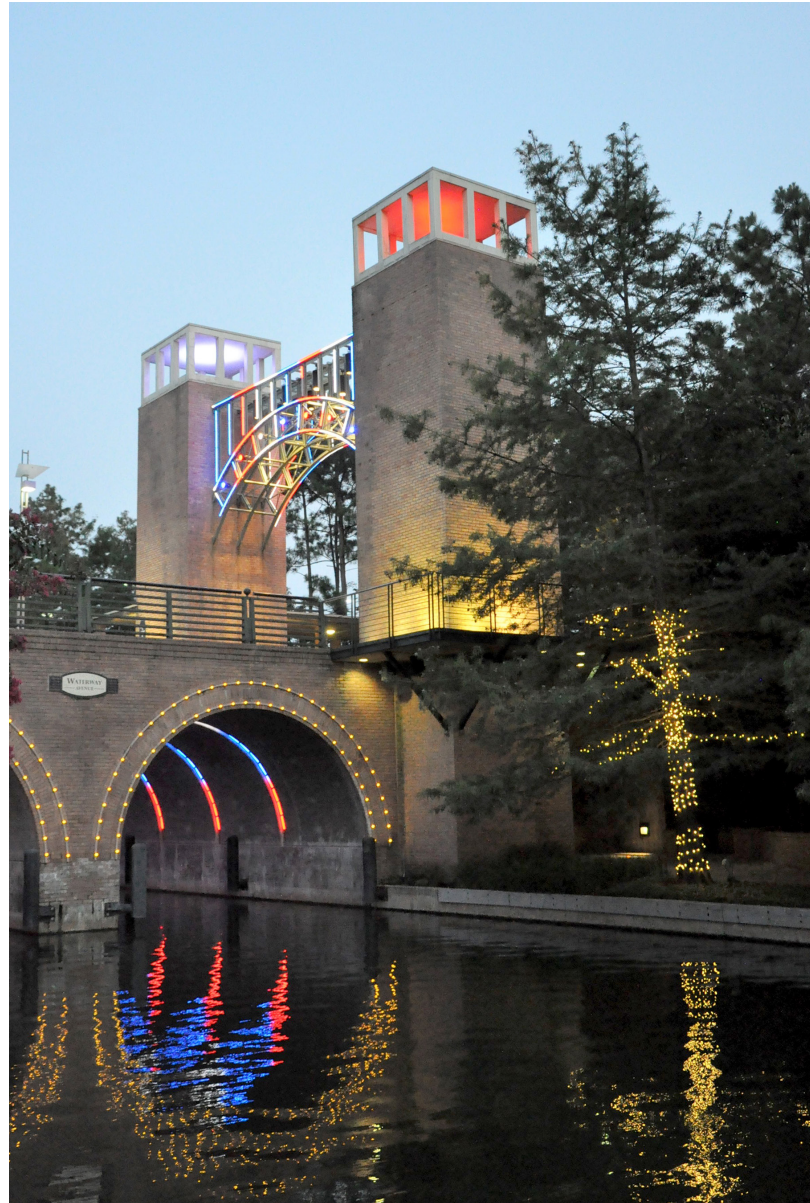
THE POSITION

Under the direction of the Chief Administrative Officer, the Director of Communications manages the planning, organizing, coordinating, and directing of strategic internal and external communications initiatives, as well as the oversight of a broad range of public relations activities relative to the strategic direction of the Township. The Director also serves as an adviser to the President/CEO, Township Board, and internal departments.

This role will be responsible for the development and implementation of the Township's diverse social media strategies, internal and external communications, public relation and media campaigns and strategies, crisis communication and management and multimedia integration that align with the Township's overall strategic plan, goals, and vision.

Additional responsibilities include:

- Develops and implements Township communication policies and procedures consistent with the Township's objectives and strategic communications plan. This includes the creation of communications policies, procedures, and systems for supporting inter-departmental communications.
- Responsible for overall public relations of the organization. Advises management of public relations implications of organization policies.
- Evaluates operations and direction of internal and external communications; serves as a business partner, coach, and advocate as it relates to all areas in communications with departments and elected officials.
- Oversee and develop the production and distribution of a variety of information and marketing materials, internal and external newsletters, social media engagement, communications provided to new residents and business, and Video Productions.
- Acts as Township's principal spokesperson by arranging press coverage for a variety of public events and community outreach efforts. Maintain contacts with the news media to assure accuracy of Township information disseminated and identify and correct reporting errors, and act as the media liaison. Oversees and coordinates the production and distribution of public information and announcements.



THE IDEAL CANDIDATE

The ideal candidate for this new Director of Communications role will be a creative, strategic and “big picture” thinker with the capacity to reimagine the Township’s communications organization, platforms, and delivery mechanisms. The Director of Communications must be a highly organized project manager who proactively wraps each marketing campaign into a cohesive strategy. This collaborative leader shall have exceptional communication, listening and interpersonal skills, along with the ability to interact effectively and professionally with persons from diverse cultural, socioeconomic, education, racial, ethnic, and professional backgrounds.

The ideal candidate for this role establishes and maintains effective, collaborative working relationships with employees, peers, community members, and other stakeholders including elected officials to provide strategic advice to Township departments in developing key messages and executive communications on high-profile issues, as well as developing and executing the strategic framework to promote and enhance the Township’s brand.

Desirable competencies for the **Director of Human Communications** shall include:

- **Communications / Public Relations Acumen** – Has experience developing strategic communications plans, press releases, social media posts, annual reports, responses to inquiries on controversial topics, marketing campaign plans and/or branding materials.
- **Forward-Thinking** – Has patience and perseverance to foster a vision and direction for the department and the organization; seeks “best practices” and trends for continued exposure and relevance; develops short and long-range plans, strategies, priorities, goals, and objectives.
- **Leadership** – Executes leadership and supervision responsibilities through sound judgment, focusing on quality improvement, managing, and resolving conflict, fostering a culture of accountability, clearly defining responsibilities and expectations, setting goals, providing motivation and performance feedback, recognizing contributions, and encouraging training and development.
- **Politically Astute / Community Collaborator** – Has a sense of presence to successfully engage with President/ CEO, Township Board, department heads, external stakeholders, and other agencies; develops positive, productive community partnerships and collaborations; has a clear understanding of the organizational dynamics; and bridges roles and responsibilities within the department for overall success of the organization.



EDUCATION/EXPERIENCE

Bachelor's Degree from an accredited college or university in Communications or related field. At least seven years of progressively responsible professional experience in communications and outreach/public engagement, with three years in a managerial/supervisory role. Experience in Communications including developing and implementing enterprise-wide communications strategies, marketing/outreach, and written, verbal, social media and website content communication skills is imperative for this role. Prior experience working in the public sector is highly desired, but not required.

COMPENSATION AND BENEFITS

The expected starting salary range for this position is **\$125,00 to \$160,000** and is commensurate with qualifications and experience of the successful candidate. The Woodlands Township also offers an excellent array of benefits.

APPLICATION PROCESS AND RECRUITMENT SCHEDULE

To be considered for this exceptional career opportunity, please submit your resume and cover letter by **Monday, March 27, 2023**. To review more information on the position, and to submit your materials visit: <https://www.cpshr.us/recruitment/2166>.

For additional information about this position please contact:

KYLIE WILSON
kwilson@cpshr.us ■ www.cpshr.us

CPS HR CONSULTING

Resumes will be screened in relation to the criteria outlined in this brochure. Candidates deemed to have the most relevant qualifications will be invited to interview with the consultant, following which the most qualified candidates will be referred to the Township for further consideration. Media checks will be performed on all screened candidates, and a comprehensive reference and background check will be performed on the selected candidate.

