



CUMBERLAND COUNTY

Invites Your Interest in the Position of

COMMUNICATIONS DIRECTOR



*Known for its cultural diversity and accessible location, Cumberland County in southeast NC, is seeking an experienced and innovative communications professional to serve as its next **Communications Director**.*

Leading the County's Public Information Office, the next **Communications Director** will have expertise in mobilizing an organization-wide communications team with a common mission rather than a segmented delivery model that treats each service as separate from the whole. The successful candidate will have outstanding skills in leading with proactive and strategic methods that align communication and tactics with the mission, vision, and values of the organization.

This position is for the community-minded professional who thrives in being in front of or behind the camera – one who is highly skilled in delivering sensitive information in an authentic way to a variety of audiences. In his/her daily interactions, the **Communications Director** will uphold the County's reputation and ensure that all communication reflects positively on the County and Board of Commissioners. County leadership seeks a highly effective manager with a proven track record of uniting staff around a common vision and leading departments with high morale.

The ideal candidate will understand and have creative approaches in communicating effectively with residents in the urban and rural areas of the County, as well as with a sizeable active-duty and veteran military population and collaborating with other County staff and departments to improve community awareness and understanding of County services and engagement opportunities. The next **Communications Director** values the importance of meaningful communication and will thoroughly assess the County's communication strategies and methods internally and externally and prioritize making improvements and bridging gaps where identified.

About the Community:

Fort Bragg

Located in southcentral North Carolina along Interstate 95 and just south of the Interstate's connection with I-40, Cumberland County is within easy access to the capital city of Raleigh and the Research Triangle area. Known for its cultural diversity and accessible location, Cumberland County is a large and vibrant county teeming with creative energy, historic charm, diligent workers, and compassionate residents.

With a diverse population over 340,000, Cumberland County is home to Fort Liberty, the largest military installation in the world and headquarters for U.S. Army Forces Command, XVIII Airborne Corps, 82nd Airborne Division, U.S. Army Reserve Command and U.S. Army Special Operations Command. The post has an active-duty population of over 51,000 troops.



The City of Fayetteville, with a population over 211,000, is the largest of nine municipalities within Cumberland County and the sixth largest in North Carolina. With its ties to Fort Bragg, Fayetteville has one of the youngest populations in the Carolinas and is a two-time All-America City award winner that offers the amenities of a sizable city, a revitalized downtown area and numerous shopping opportunities. The other municipalities provide the option of small-town living while large rural areas can be found throughout Cumberland County as well.

One of Cumberland County's greatest assets is its thriving arts and cultural community. Theatre, symphony orchestras, and museums for adults and children are available, including the Airborne and Special Operations Museum. A variety of festivals and special events are held throughout the year and the area is also home to the Fayetteville Marksmen hockey team and the Fayetteville Woodpeckers minor league baseball team, a Houston Astros affiliate. The team's state-of-art stadium is an anchor for the downtown area, along with a new multipurpose event center the County is currently planning to construct and open in 2025. Cumberland County is also home to two outstanding universities and an excellent community college.

Located in North Carolina's Sandhills region, Cumberland County has evolved from its beginnings as a riverfront distribution center to a highly commercialized area offering a variety of services to its community members. Cumberland and the surrounding counties include scenic rivers, lakes, and other recreation areas, as well as world-renowned golf courses that host major tournaments. Cumberland County is within two hours of the North Carolina coast and four hours from the Great Smoky Mountains and the Blue Ridge Parkway. County residents enjoy a pleasant climate with distinct seasons.



The revitalized downtown area of Fayetteville offers many dining and shopping opportunities.



Festivals and special events offer community members many options to celebrate together throughout the year.



Segra Stadium, home of the Fayetteville Woodpeckers, a minor league baseball team, is a state-of-the-art facility and an anchor for downtown Fayetteville.



Scenic parks, rivers, lakes and other recreation areas make Cumberland County a beautiful place to call home.

About the Organization:

Cumberland County operates under the Commission-Manager form of government. The Cumberland County Commissioners are a seven-member board. Five commissioners are elected from districts and two are elected at large. Commissioners serve four-year staggered terms. The County has an overall budget of approximately \$553 million and approximately 2,600 employees in 30 departments.

The County government provides services ranging from animal control to zoning, as well as strong support for the public education system. Award-winning programs in Environmental Health, Public Information, Finance, Public Library, Veterans Services and Social Services Departments demonstrate Cumberland County's commitment to better serve residents, prepare for the future and be a caring, inclusive, and transparent government.

For more information about Cumberland County, visit cumberlandcountync.gov.

Cumberland County is committed to serving the community with PRIDE — Professionalism, Respect, Integrity with Accountability, Diversity and Excellent Customer Service. These core values guide the County's vision *to grow as a regional destination for employment, economic development, commerce, and cultural pursuits*. The County's DE&I efforts have taken these values a step further to add the values of Fairness, Acceptance, Collaboration and Teamwork, and state that in Cumberland County, PRIDE is a FACT.



Cumberland County employees demonstrate on a daily basis the county's commitment to better serve its residents, prepare for the future and be a caring, inclusive, and transparent government.

About the Department and Position:

The Cumberland County Public Information Office is responsible for coordinating external and internal communication and effectively telling the County's story. The department provides the public, media and County employees with timely and accurate news and information through media relations, digital platforms, web content, social media engagement, outreach events and other tools. It also houses the County's print shop and mail distribution functions.

Reporting to the Assistant County Manager for General Government and Stewardship within the County's Public Affairs division, the **Communications Director** is responsible for the planning, administration, and management of the Public Information Office. The next **Communications Director** will oversee a budget of \$1.5 million and provide leadership and supervision to 13 employees including a Deputy Communications Director who assists with management of the department.

This position identifies and analyzes the communication needs of the County and executes internal and external communications in accordance with County policy, departmental guidelines and the Governmental Communication goals outlined in the [Board of Commissioners' Priorities and Objectives](#).

Public Information



News Releases



CCNCTV



Public Records Request



Social Media



The Cumberland County Public Information Office provides timely and accurate information through a variety of media. These media include writing news releases, posting on the County's multiple social media platforms, completing public records requests and either conducting or setting up TV interviews with other County personnel, such as the County's Solid Waste director who is being interviewed by a reporter from WTVD (right photo).

Key Position Priorities:

- Assess and implement a departmental strategic plan using the County's [2021 – 2022 Priorities and Objectives](#) as well as input from stakeholders to enhance the County's communication efforts and branding awareness.
- Ensure that the Public Information Office is proactive in the pursuit of telling the story of the County that fully represents its rich diversity and strives to reach all residents.
- Pursue and secure opportunities to advance the County's public engagement efforts – from assisting Human Resources with attracting highly qualified candidates for the County's vacant positions to working with Financial Services to increase awareness of bid opportunities with the County.
- Build and sustain a working culture that embraces a dynamic and collaborative approach where employees are valued and heard, and continuous training and development is afforded for every employee.



One of the key priorities for the next **Communications Director** will be to enhance the County's presence across a variety of channels including TV and social media by spearheading content development and ensuring effective and consistent communication throughout these channels and broadly within the community.

Qualifications:

Graduation from an accredited college or university with a master's degree in communications, journalism, public administration, marketing, or a closely related field and five (5) years of progressively responsible experience in leading a communications team for a public entity, media outlet or a similar environment **is required**. At least two (2) of the years must be in a lead or supervisor role; or an equivalent combination of education and experience.

Driving is an essential function of this position. To be considered, you must have a valid driver's license with an acceptable driving record. If your driver's license is from another state, you will be required to obtain and show proof of a valid NC driver's license within 60 days of hire.

The Successful Candidate:

- can brand and “sell” our County, internally and externally;
- is experienced in niche marketing and recognizes our need to inclusively reach every niche;
- is experienced in all the communications tools available: media placement, direct mail, photography, video, social media, television, radio, and direct face to face interaction;
- has a track record of building trusting relationships with a large, highly engaged, and professional independent news media;
- has the demonstrated ability to develop an integrated communications and public information strategy while meeting the specialized marketing and communication needs of the County’s diverse, individual business lines;
- understands that this is not a typical 9-5 job, can think strategically, roll up sleeves, and work tactically;
- has promoted fun and positive events and has pivoted to crisis communications that involve life and death realities, engaging the right people at the right time in the process of delivering sensitive information to various stakeholders;
- has a track record of building high performing, cross-agency teams that are entrepreneurial, creative, and high energy;
- has outstanding interpersonal skills and seeks to proactively, authentically, and transparently engage with others while building a trusted reputation of the county;
- is adept at facilitating difficult conversations across internal and external groups; and,
- is experienced in collaborating with stakeholders and representatives of groups that include, but are not limited to, state and federal authorities, community members, staff, etc.



Kres Thomas-FayToday

Cumberland County is a large and vibrant county teeming with creative energy, historic charm, diligent workers, and compassionate residents. The next **Communications Director** will effectively brand and “sell” the county to the public and residents alike.

Salary and Benefits:

The full salary range is \$91,460.95 to \$153,927.43. Salary will depend on experience and qualifications. The County's comprehensive benefits package can be viewed [here](#).

To apply, please visit

<https://www.governmentjobs.com/careers/developmentalassociates>, and click on the **Communications Director – Cumberland County, NC** title.

To learn more about the selection process, visit <https://developmentalassociates.com/client-openings/>, select “Client Openings” and scroll down to “Important Information for Applicants.” All applications must be submitted online via the Developmental Associates application portal – NOT the County Employment Application portal, nor any other external website; it is not sufficient to send only a resume - resumes and cover letters must be uploaded with the application. Applicants **should apply** by September 14th, 2023. Successful semi-finalists will be invited to participate in virtual interviews and skill evaluation on October 12th - 13th, 2023. Candidates are encouraged to reserve these dates for virtual meetings should they be invited to participate. All *inquiries* should be emailed to hiring@developmentalassociates.com. Cumberland County is an Equal Opportunity Employer.



The recruitment and selection process is being managed by
Developmental Associates, LLC

Aerial of downtown Fayetteville and Segra Stadium, the premium entertainment venue in downtown Fayetteville

