



City of Savannah

Invites your interest in the position of
Chief of Information and Public Affairs



The City of Savannah is a wonderful community for your next career move. Its earned reputation and accolades include the following:

- Voted one of "The World's 30 Friendliest Cities" and the fifth "Best Small City in the United States" according to Condé Nast Traveler's Reader's Choice Awards.
- "One of the best employers and top local government in the State of Georgia" – Forbes, 2019.
- "Top 10 Most Beautiful Places in America" - USA Weekend Magazine.
- "World's Top Ten Trendy Travel Hot Spots" – New York Times
- "Top 10 U.S City to Visit" - Conde Nast Traveler.
- Southern Living placed Savannah second on its "Best Southern City" list.
- Called the City one of the "Top 25 Places to Live and Work" - Outlook Magazine.

Are you a highly successful communications, legislative affairs, and marketing professional? Have you managed the communication function for a large company or a local government? Are you interested in work that has meaning and having a societal impact? The City of Savannah offers such an opportunity as **the Chief of Information and Public Affairs**.

Savannah is a high-performing, diverse community with a welcoming spirit and a "can do" attitude. The City's elected and appointed leaders are committed to taking Savannah to the next level as leaders in providing economic opportunity for all and a high quality of life. This will be accomplished through partnerships with intergovernmental stakeholders, the business sector, the faith community, philanthropic and educational institutions, and directly with the residents who call Savannah home and the millions of visitors who see Savannah as a destination.

Effective communication is critical for Savannah to fulfill its potential and realize its aspirations. We are not looking for a traditional PIO.

- We need someone to serve as Savannah's Chief of Legislative Affairs in Atlanta and Washington, DC.
- We need someone who can brand and "sell" our City and Team Savannah, internally and externally, telling the story of Savannah through data and pictures.
- We need someone who can showcase how the City makes decisions using data and key aspects of our service delivery systems to enhance the lives of our residents and visitors.
- We need someone experienced in niche marketing who recognizes our need to reach every niche inclusively and is committed to transparency.
- We need someone experienced in all of the available tools: media placement, direct mail, video, social media, and direct face-to-face interaction.
- We need someone with a track record of building trusting relationships with a large, highly engaged, professional, independent news media.
- We need someone who can demonstrate the ability to develop an integrated "corporate" strategy while meeting the specialized marketing and communication needs of the City's diverse, individual business lines. The individual parts matter, and the whole must be more than just the sum.
- We need someone who has promoted fun and happy events and has pivoted to crisis communications that involve life and death realities.
- We need a marketing and communication expert who will be a key leader on Savannah's executive team.
- We need someone with a track record of building high-performing, cross-agency teams that are entrepreneurial, creative, and high-energy.

Organization Overview:

Under the City Charter, the **City Manager** is the City's chief executive officer and is responsible for implementing the policies of the City Council, directing business and administrative procedures, and appointing departmental officers. The City Council comprises the Mayor and eight aldermen who all serve concurrent four-year terms. This full-service municipality employs 2600 employees across 26 departments and has a FY 2025 budget of \$601M and AA+ bond ratings.

The City is guided by a robust [strategic plan](#) tied to a fact-based approach and the FY 2025 Budget. Additionally, there is a strong commitment to data and transparency, as evidenced by best-practice good government initiatives. View the [Mayor kicking off](#) the 2025 updates to the plan and the importance of using data to yield results. More information about the City can be found [here](#) (or by copying and pasting <https://www.savannahga.gov/> into your browser).

About the Position:

The **Chief Information and Public Affairs Officer** directly supervises a centralized team of 102 employees across four units: Municipal Archives, Marketing and Communications, Innovation and Technology, and Recorder's Court. The successful candidate will have diverse skills and oversee a \$7M budget. However, the Chief's leadership is critical across a cadre of decentralized communicators and web content specialists embedded in City departments. The centralized and decentralized staff must be forged into an integrated, coordinated force that effectively tells our many stories, connects the public with their City, and informs and engages. This is the critical work of the **Chief Information and Public Affairs Officer**.

Key Priorities:

- Proactively engage in marketing and salesmanship – understanding our strengths and weaknesses and how to communicate and advance our mission with state, federal, local partners, and media, as well as leveraging internal culture.
- Working with stakeholders on fleshing out the Strategic Plan to clarify the activities needed to accomplish the plan's goals and objectives while developing measurable outcomes to track and report to others internally and externally.
- Developing and implementing an organization-wide data management system and performance dashboard, including supporting the development of a data management policy to track strategic plan outcomes on a scheduled basis
- Advance the City's goals with state and federal officials. Raising the bar of our communications products and strategies internally and externally.





Qualifications:

- Minimum of a bachelor's degree in marketing, public relations, or a related field; master's degree preferred.
- Prefer 10 years of progressive experience in corporate communication and marketing with demonstrated ability to develop and implement a strategic communication plan with measurable results and at least five years of leading a team.
- Experience in the private sector or highly progressive government with a strong orientation toward branding, promotion, social media engagement, and media relations.
- Understanding of local government and the roles it plays.

About the Community:

As America's first planned City, Savannah boasts historic architecture, luxurious parks, and a government culture that aims to build upon its early success in providing superior planning, infrastructure, and services for its citizens and visitors. In addition to its assets as a city, Savannah offers great weather, nearby beaches, and a tradition of hospitality and cultural offerings. Savannah is home to a vibrant arts and cultural scene that hosts over 200 festivals each year focused on various themes, including music, food, and film. A growing Savannah Music Festival has garnered international acclaim as performers from Savannah and worldwide showcase talent in different musical genres. The City is committed to promoting numerous festivals and special events throughout the year and is particularly known for its St. Patrick's Day celebration.

Savannah's warm weather allows participation in outdoor activities year-round. The City has more than 100 public recreational neighborhood parks, 13 swimming pools, more than 70 athletic fields, more than 75 basketball courts, 50 tennis courts, two public golf courses, and a marina. Savannah offers marinas throughout the 420 miles of navigable waters and 87,000 acres of tidal marshland, and the Intercoastal Waterway for boating, fishing, and swimming enthusiasts. Tybee Island is Savannah's public beach, approximately 20 minutes east of downtown.

Savannah has a diverse economy consisting of manufacturing, one of the fastest-growing seaports in the nation, tourism, regional medical services, and the military. Retail and service businesses are also essential factors. Savannah is a splendid spot for sightseeing with its well-preserved history, fascinating architecture, natural beauty, unique squares, and mild climate. The City boasts the nation's largest National Historic Landmark District.

With over 147,000 year-round residents, the population of Savannah also includes the students of four colleges and universities offering bachelor's, master's, and professional or doctoral degree programs: Georgia Southern University-Armstrong Campus, Savannah College of Art and Design (SCAD), Savannah State University, and South University. With six distinct historic districts, coastal beaches, and a globally recognized food and art scene, tourism is a significant economic driver, with nearly 10 million visitors in 2022. Home to the Port of Savannah, nearby Fort Stewart-Hunter Air Base, International Paper, Gulfstream Aerospace, Titlemax, and others, Savannah's economy is diverse and robust.

Salary and Benefits:

The salary range for this position is \$153,582-\$222,694 with a midpoint of \$188,138. Starting salary will depend on qualifications. Savannah offers a comprehensive benefits package, including health insurance, retirement options, and relocation expenses, which can be found [here](https://www.savannahga.gov/benefits) (<https://www.savannahga.gov/benefits>). Residency is encouraged but not required.

To apply, please visit

<https://www.governmentjobs.com/careers/developmentalassociates> and click on the **Chief Information Officer/ PIO – City of Savannah, GA** title.

- All applications must be submitted online via the Developmental Associates application portal (link above) – NOT the city’s employment application portal or any other external website.
- Resumes and cover letters ***must be uploaded*** with the application.
- Applicants should apply by **March 25, 2025**, to be considered during the first round of reviews.
- The hiring team will invite successful semi-finalists to participate in virtual interviews and skill evaluations on **April 29-30, 2025**. Candidates are encouraged to reserve these dates for virtual meetings should they be invited to participate.
- Direct all *inquiries* to hiring@developmentalassociates.com.

The City of Savannah, GA, is an Equal Opportunity Employer. Developmental Associates, LLC manages the recruitment and selection process for this position. To learn more about our selection process, visit <https://developmentalassociates.com/client-openings/> and scroll down to “Important Information for Applicants.”

