



Job Title: Director of Communication and Community Outreach

Department: Administration

Reports To: Director of Finance and Administration

Salaried Estimated: Min. \$70,000 – Max \$75,000 – Experience Based

Employment Type: Full-Time | Exempt

Position Summary:

The Wheeling Township is seeking a **Director of Communication and Community Outreach** to lead public information efforts and community engagement initiatives. This role is responsible for enhancing transparency, building public trust, and ensuring effective two-way communication between the Township government and its residents, businesses, and stakeholders. This position will develop and implement comprehensive communication strategies, manage media relations, oversee digital communications, and coordinate outreach programs to enhance civic engagement and community awareness.

Responsibilities/Essential Functions

- Plan, organize, and implement a communications and Community relations program designed to communicate information on Township services and to increase community awareness and understanding of Township goals and vision.
- Create, update, and manage the Township's website, social media platforms, newsletters, and e-newsletters to ensure timely and accurate dissemination of information.
- Create multimedia content to promote Township programs, services, and announcements.
- Monitor public sentiment and respond appropriately through digital channels.
- Maintain and execute a strategic communication plan consistent with the values of the Township.
- Serve as Public Information Officer and media liaison for the Township when directed by the Supervisor.
- Draft, review, and distribute press releases, public notices, media inquiries, and official statements.
- Compose official correspondence and provide support to the Supervisor and the Director of Finance and Administration with various Township communication scenarios, and carry out their instructions.
- Prepare Township officials for interviews and public appearances.

- Coordinate Township representation at various community events to communicate and advocate for Township services.
- Support and promote Township-wide special events and programs in coordination with staff.
- Assist Director of Finance and Administration with annual communication budget reflecting anticipated departmental needs.
- Other duties as assigned.

Required Skills, Knowledge, and Abilities

- Compose official correspondence and provide support to the Supervisor and the Director of Finance and Administration with various communication Township scenarios, and carry out their instructions.
- Develop and maintain all communications, branding, style, and Communication guides, as well as any communications-related Standard Operating Procedure documents.
- Experience in social media data analysis and using data to inform strategic planning and posting to social media platforms, like Facebook, X, YouTube, Instagram, etc..
- Proficient in capturing and editing photos and videos from Township events, programs, and services.
- Create and curate content in real-time for multiple channels.
- Knowledge of producing E-Newsletters and e-communications software.
- Ability to work collaboratively with elected officials, department heads, and diverse community groups.
- Strong sense of design and layout organization.
- Excellent verbal and written communication skills.
- Demonstrate leadership abilities, including initiative and the ability to work independently, the ability to work effectively in emergencies, strong time management, organizational skills, and attention to detail.
- Knowledge of principles, methods, and theory of communication.
- Ability to create and edit text from source material using appropriate style and format.
- Knowledge of the English language's structure and content, including the meaning and spelling of words, rules of composition, and grammar.

Education, Experience, and Computer Skills

- Bachelor's degree in Communications, Public Relations, or Marketing (Master's preferred) or commensurate experience.
- At least 5–7 years of progressively responsible experience in public sector communications, media relations, or community engagement.
- Strong knowledge of municipal government operations and public service communication standards.
- Proficiency in Microsoft Office Suite, social media management software, graphic design software, email marketing software, and content management (i.e., WordPress).

Special Requirements

- Willingness to work evenings and/or weekends as needed.

Physical Demands

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job with reasonable accommodations.

- Must be able to sit, walk, stand, use fingers in a repetitive motion, twist, and turn for long periods.
- The position may require some light lifting, pulling, pushing, and carrying of up to 25 pounds.
- Requires the operation of a motor vehicle.

Environmental Conditions

The work environment characteristics described here are representative of those an employee encounters while performing the essential functions of this job with reasonable accommodations.

- This position is primarily executed indoors. However, it may require contact with outdoor weather during participation in a special event activity.
- Contact with low noise levels is common in an indoor working environment. Moderate noise levels may be experienced during certain activities.

Benefits

This position offers a full-time salary at 32.5 hours per week. This position offers a comprehensive benefits package, including paid time off, major medical, dental, vision, life insurance, and IMRF retirement benefits.

Hours: 9:00 am – 4:30 pm, Monday through Friday, in-office. In addition to special Township events, evenings, or weekend hours.

To Apply:

Submit a cover letter and resume to rstapleton@wheelingtowship.com by August 15, 2025.