



**Director of  
Communication  
and Engagement**  
City of Greeley, Colorado

# About Greeley, Colorado

Established in 1870, Greeley became a Home Rule City in 1958 and operates as a Council-Manager form of government. The county seat of Weld County, Greeley lies 30 miles east of the front range of the majestic Rocky Mountains near the confluence of the Cache la Poudre and South Platte Rivers and 52 miles northeast of Denver.

**Education, Commerce, and Community Excellence.** Greeley thrives as the education, trade, transportation, cultural, and marketing center of Weld County. It's one of the top ten most prosperous and productive agricultural counties in the U.S. and leads the State of Colorado in oil and gas production. With an estimated population of 109,000, the city covers an area of 46.4 square miles at an elevation of 4,658 feet. Greeley enjoys a rich cross-section of cultures and ethnicities with approximately 40% of the community identifying as Latinx and many other immigrant families from across the globe, offering a variety of marketplace and cultural experiences. Greeley is home to both the University of Northern Colorado (UNC), the third-largest university in Colorado, and Aims Community College. In addition to investments in education, there is a deep commitment to achieving community excellence by fostering economic opportunities, expanding educational partnerships, enhancing quality of life, cultivating a sense of belonging, promoting talent and workforce development, enhancing transportation and mobility systems, and providing sustainable infrastructure to serve Greeley's future.

Greeley is home to a diverse mix of industries - from food processing, agricultural innovation, health care, and energy to breweries, entertainment, hospitality, and destination shopping. Greeley boasts an eclectic and diverse economy and community character that is vibrant, dynamic, and rich with creative industries and individuals. The city is home to a mix of generations and corporate citizens who provide inspired leadership, community support, and skilled-labor jobs that pay competitive salaries.



# About Greeley, Colorado cont.

**Arts and Culture.** Greeley offers some of the most diverse arts, music, and cultural events in the region and is one of the State's Certified Creative Districts. Performances produced by the UNC's nationally acclaimed College of Performing and Visual Arts, the Greeley Chorale and the Greeley Philharmonic Orchestra, one of the longest continually operating orchestras west of the Mississippi, are just a few examples of the superb cultural offerings of the community. The City's Cultural Affairs Division manages the 1700-seat Union Colony Civic Center, art shows, movies, performances, festivals, farmers' market and the City's Public Art program. Greeley is also home to favorite community events such as the Greeley Stampede, Arts Picnic, Friday Fest, Monster Day, the Multi-Cultural Festival, OktoBREWfest, and so much more.



**Parks, Recreation and Mountain Access.** With a plethora of parks and facilities encompassing over 650 acres, the recreational amenities in Greeley are endless. The city's golf courses, recreation centers, swimming pools, fields and courts, skate parks, playgrounds, fishing ponds, picnic areas, and open space create a community rich with options for sports and outdoor fun. Residents get to experience even more time outdoors on biking and hiking trails along the Cache la Poudre River and throughout the community. As the 'front porch to the Front Range' Greeley's connection to the outdoors extends to the plains and mountains with easy access to diverse outdoor experiences from the Pawnee National Grassland on the east to Rocky Mountain National Park to the west and everything in between - all less than 50 miles away.



# What's happening in Greeley?

Exciting things are happening in Greeley:

In recent years Greeley and the Weld County region have been nationally recognized in a number of ways:

- Second-fastest population growth in the United States (Weld County - 2017)
- 6th best place in the United States in 2019 for First Time Homebuyers by WalletHub
- 8th most dynamic metropolitan area in the United States by the Walton Family Foundation based on economic performance - specifically job growth, income gains, and the proportion of jobs demonstrating entrepreneurship.
- 8th on WalletHub's 2019 Best Small Town Real Estate Market Study

In just the last three years, the City has constructed three new and replacement fire stations and constructed a state of the art combined City Council Chambers, Municipal Court, and office building to better serve its elected and appointed officials, staff, and the public. Respectively, these infrastructure investments enhance the city's commitment to public safety and increase the city's ability to serve residents through convenient, flexible space and integrated technology while also increasing transparency and accessibility through hybrid broadcasting systems. Ongoing investment in the redevelopment of Downtown Greeley with major investments in public art, road & pedestrian infrastructure, stormwater mitigation, redevelopment incentives, and place-making enhancements are attracting investment and innovation. A new, upscale hotel and conference center recently opened downtown attracting new visitors, business meetings, and special events and over 200 new market rate apartments have been developed in the Downtown/University corridor, further increasing the appeal of this area. New restaurants, hospitality, and retail outlets are choosing to locate in every corner of the city.



# The Department

The Communication & Engagement Department works hard to inform and connect with the community. They ensure that residents and others know about city government functions, news, events and services. Through inclusive language and actions they strive to foster community dialogue, enrich civic engagement and increase public participation in Greeley's many activities and amenities. The department strives to embed the pillars of public participation as set by the International Association of Public Participation and consistently enhance public transparency.

## The Organization

A Home Rule Municipality that is self-governed under the State of Colorado Constitution, Greeley operates under a Council-Manager form of government with seven elected officials on the Council, including the Mayor. Under this form of government, the City Council sets the policies for the operation of the Greeley government while the council-appointed City Manager has administrative responsibilities for city operations.

Following the 2021 retirement of a City Manager with 16 years of service in the position, the City Council recently appointed Raymond C. Lee III as City Manager. Mr. Lee brings his enthusiasm and vision to lead the city organization as it prepares and plans for significant population growth and development over the next ten years.

The City has a total 2022 budget of \$486.3 million and a staff of approximately 1,101.75 full-time equivalent positions.

## The Position

The Director of Communication and Engagement (C&E) provides strategic leadership for all of the City's internal and external communication, social media, public relations, outreach, marketing, public participation, and promotional efforts. This position coordinates the communication strategies and brand integration methods and activities across the City's departments and the community. The director provides leadership, guidance, management, and coordination in the administration of marketing, communications, and public relations efforts to drive awareness, build a positive community image and create genuine community involvement/participation. This position is also responsible for strategic, sustainable public engagement practices that aim to create an inclusive and participatory relationship between the City and all members of the community. Serves as the principal communication advisor to the organization's leadership team. This position reports to the Chief of Staff.

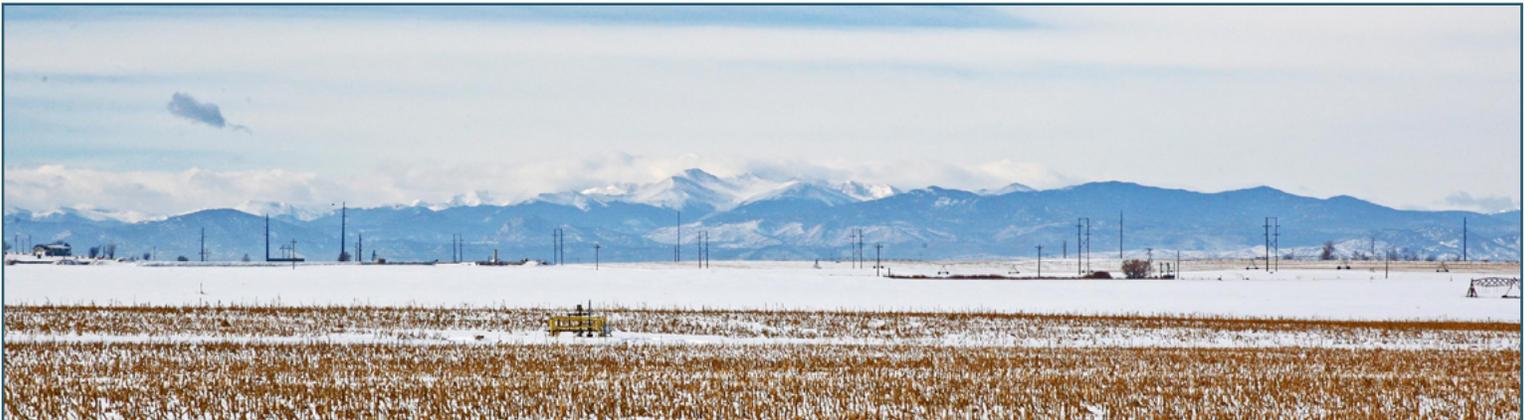


## Essential Functions and Responsibilities:

- **Leads the City's Centralized Communication and Engagement Department:** Oversees the strategic efforts for external communications, internal communications, public relations, branding, marketing, and digital media. Leads staff and stakeholders to develop and implement strategic communication plans that encompass 21st-century communication and engagement practices; advises the City Manager's Office and individual service area directors to develop effective plans and practices affecting overall organizational communication, public participation, and brand management. Manages the development and implementation of departmental goals, objectives, policies, and priorities for assigned programs; develops, implements, and monitors communication policies and procedures for the City. Manages the flow of information to the public regarding City government programs, policies and activities. Directs all city ballot communication in partnership with City Election Official. Identifies and implements continuous improvement initiatives and maintains new programs designed to improve the two-way flow of communication between the City and the public.
- **Public Relations and Media Coordination:** Fosters media relationships to strengthen Greeley's presence in the media. Oversees the dissemination of internal and external news stories and communication efforts; directs the monitoring of news sources and outlets for coverage of Greeley; monitors the streams of information provided to the media and ultimately transmitted to the public. Advises the City Manager's Office and individual service area directors regarding the development of effective plans and practices affecting overall organizational communications; manages public relations for the City and provides consultation for City Council Public Relations. As appropriate, serves as the spokesperson for the City with the news media, ranging from news releases and public service announcements to highly sensitive situations.
- **Operational Oversight and Strategic Leadership:** Provides leadership and sets strategic direction of the C&E Department; builds effective teams, optimizes the C&E workforce through strategic leadership, conflict resolution, coaching and accountability; oversees the management of the C&E department, including but not limited to: implementing and executing City Council strategic plans and annual departmental work programs; directing and guiding work on departmental and cross-department projects and programs; coordinating and managing complex projects; administering the department budget; lead a high functioning C&E staff of 16 FTE; performance management, coaching and employee development, and developing and maintaining strong collaborative partnerships with stakeholders while promoting a culture that reflects the organization's values, encourages continuous process and personal improvement, and rewards high productivity and innovation. Oversees the production of numerous organizational communication tools such as the City newsletter, website communication information, content of cable television programs and other internal publications. As appropriate, attends all City Council meetings, official City Council events and public forums as needed to ensure maximum and effective public relations and community engagement.

# Essential Functions and Responsibilities cont:

- **Video Services and Cablecast Management:** Plans, organizes and directs all activities concerning the management operations of the City's cablecast channel(s) and video services, digital media, and internal and external information platforms. Oversees the coordination and distribution of videos on city platforms and partner organizations; coordinates and oversees sponsorships of programming in compliance with federal law; serves as the point of contact for Cable Franchise needs with Comcast; administers and approves PEG expenditures and the grant process for designated cable franchise partners.
- **Emergency Communication:** Oversees city communication staff and coordinates with external agencies in emergency communication activities through the Emergency Operations Center (EOC) / Joint Information Center (JIC). Directs the work of critical communication and engagement staff to coordinate all emergency communication in times of crisis. Advises City Council on organizational messages during crisis.
- **Problem-Solving and Decision Making:** Thinking within general policies, principles, and goals under the loose guidance of electorate or city council. Determines the organization's functional direction with input from executive management. Goals are specified in only very general terms (e.g., increase economic development in the downtown area). Example(s): Directs the City's external and internal communication and engagement efforts using critical, strategic thinking based on best practices and extensive knowledge in the field. Assumes decision-making for the department and the organization related to the essential job duties. Uses a strategic and growth mindset to make decisions that drive results and engagement while upholding the organization's values and mission.



# Experience and Education

Qualified candidates will have a Bachelor's Degree from an accredited college or university communications, marketing, public relations or related field or a combination of experience, and a minimum of ten (10) years of increasingly responsible communications, public relations, journalism, or a related field including five (5) years of administrative or supervisory responsibility. A Master's degree is preferred.

# The Ideal Candidate

The ideal candidate will be a seasoned communications professional who can effectively execute communication plans, brand awareness, and public relations and brand strategies for the City of Greeley through a variety of communication channels. The successful candidate must have knowledge of public relations, media relations, journalism and branding/marketing principles, practices, and techniques. The ideal candidate should be a superior strategic thinker with the capacity to develop and follow through on long-range plans while managing emerging needs, delivering results and leading people.

This position is responsible for high-level strategic communication and sustainable public engagement practices that has the potential to advance or stall city operations and public engagement. The ideal candidate will have experience overseeing organizational contracts, memorandums of understanding (MOUs) with other strategic partners; objectively making decisions that follow best practices and protect the City of Greeley.

The ideal candidate must be able to process information quickly and communicate complex issues and break them down into simple terms to be easily understood. The ideal candidate will be an inclusive leader with a demonstrated ability to build and maintain effective working relationships within the City as well as with media providers, federal and state consultants, and the public.

The ideal candidate must have supervisory experience including coaching, guiding, goal setting and leading teams to execute successful results.



# Salary

The City of Greeley is offering a competitive salary range between \$116,480 - \$174,720 and a comprehensive benefits package. Relocation assistance may also be available for the successful out-of-area candidate.

## How To Apply

Interested applicants should forward a cover letter and resume to:

**resumes@affionpublic.com**

**Reference: GREELEYDCE**

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