

Join our team in Schaumburg, Illinois

WHERE OPPORTUNITY AWAITS

DIRECTOR OF COMMUNICATIONS & OUTREACH

Join the award-winning Village of Schaumburg, a dynamic and forward-thinking community recognized for innovation, excellence in public service, and a strong commitment to resident engagement. As one of the largest suburbs in the Chicago metropolitan area, Schaumburg offers a unique opportunity for an experienced Communications and Outreach Director to lead strategic initiatives that shape the public narrative, enhance transparency, and build meaningful connections with a diverse and engaged population. If you're a visionary communicator with a passion for public service and a desire to make a lasting impact, Schaumburg is the place to bring your leadership to life.



VILLAGE OF SCHAUMBURG
PROGRESS THROUGH THOUGHTFUL PLANNING

Recruitment management by **MGT**



WHY SCHAUMBURG?

Schaumburg, a vibrant community located just 28 miles northwest of Chicago, is a haven of opportunity and growth. Boasting a population of 78,723, Schaumburg is not just any village; it's a thriving hub of excellence. From Woodfield Mall to more than 200 bustling restaurants and 30 hotels, the Al Larson Prairie Center for the Arts, the Wintrust Baseball Stadium, the Schaumburg Regional Airport, and the Schaumburg Renaissance Hotel and Convention Center, Schaumburg has it all. It's a place where high-quality municipal services and economic development meet a myriad of cultural and recreational amenities.

Schaumburg residents have the unique opportunity to live, work, and play in a cohesive, family-oriented community that has been developed in a thoughtful, planned manner. In the most recent National Community Survey administered in 2024, 96% of respondents rated the village as an excellent or good place to live; 93% rated their overall quality of life in Schaumburg as excellent or good; and 95% of respondents would recommend Schaumburg as a place to raise a family.

The Schaumburg Park District (a separate government entity) provides a wide range of recreational activities and has won the National Gold Medal Award for excellence in the field of park and recreation management. The Schaumburg Township District Library's main library is located in the heart of the village housing more than 600,000 items within its 166,000 square foot facility. Schaumburg is supported by award-winning school districts. Elementary School District (District 54) is the recipient of nine (9) National Blue-Ribbon Awards from the U.S. Department of Education based on overall academic excellence. In addition to offering excellence in education within 21 elementary schools (10 within Schaumburg) and five (5) junior high schools (3 within Schaumburg), the district offers several dual-language programs in Spanish, Japanese, and Mandarin Chinese as well as an Early Instrumental Music Program. Township High School District 211 excels at offering the community a high level of secondary education. The district is the largest high school district in the state, comprised of five

POPULATION

78,723



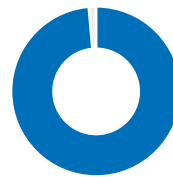
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95%

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AS A PLACE TO RAISE A FAMILY

2024 National Community Survey

high schools, one of which is in Schaumburg, and two others also serve Schaumburg residents. All five District 211 schools were named among the top in the nation in the United States Department of Education's National Secondary Recognition Program all receiving a Blue-Ribbon award.

THE ORGANIZATION

The Village of Schaumburg organization is supported by highly professional department directors who work well together and value their collaborative relationships. The Village Manager expects directors to think strategically, be accessible and responsive, embrace change with the ability to develop transformative annual goals, and exhibit a highly professional demeanor and presence. The workforce is dedicated to providing exemplary service to the



community. Many employees retire from the village after long careers. In 2024, 84% of those employees departing the organization would recommend the Village of Schaumburg as a good place to work.

Schaumburg is a home rule municipality that operates under the Council/Manager form of government. The Village President and Board of Trustees are elected at large for four-year staggered terms and appoint a Village Manager to administer the policy set by the Village Board. The village provides a full range of municipal services, including police and fire protection, community and economic development, construction and maintenance of the village's streets and infrastructure, water and sewer services, youth and senior services, local transit service, owns the Renaissance Hotel and Convention Center and a minor league baseball stadium which is the home of the Schaumburg Boomers, and operates the Schaumburg Regional Airport and Al Larson Prairie Center for the Arts.

OPPORTUNITY AWAITS!

As our Director of Communications & Outreach, you will have the exciting opportunity to lead a team to drive

communications and marketing efforts for the Village of Schaumburg. From staying on top of the latest social media trends to crafting thoughtful communications for a variety of mediums, this leader will collaborate with every department and serve as the subject matter expert on all things communications.

This is a unique opportunity as not all municipalities have a Communications and Outreach Department; Schaumburg was at the forefront in the northwest suburbs to emphasize the important role communications plays in local government, and as such, village management and the Village Board supported the creation of this department and the roles and responsibilities of its individuals. The department has grown since its inception in 2019 and includes the following positions: the Director of Communications & Outreach, Communications Specialist, Multimedia Specialist, Video Producer/Editor (PT) and Video Technician (PT). The department also works closely with contracted graphic designers on projects as well as a contracted website coordinator.

The Director of Communications & Outreach serves under the direction and reports directly to the Village Manager.

THE POSITION

- Takes overall responsibility and utilizes independent judgment for directing village communications that will support and align with the village's mission, policies, branding, and corporate goals.
- Manages the formal village-wide strategic communications plan and develops communication plans for individual departments as needed to maximize the impact of outgoing communications for a better informed and engaged public.
- Manages the village marketing plan to support the brand identity of the village and to reinforce its positioning as a premiere community as well as ensure brand equity and growth for Schaumburg.
- Promotes the village through curating content for a variety of communication channels that include, but are not limited to, print newsletters, digital newsletters, website, social media, engagement platforms, and many other tools that foster communication in the village.
- Assists village elected officials with communications efforts as needed including coordinating annual village official speaking events, writing scripts and talking points, letters and other correspondences to individuals, businesses and groups as needed.
- Responds to and coordinates appropriate responses to the media regarding inquiries about village events, programs, services, ordinances etc. Serves as spokesperson on various topics for the village as specified by the Village Manager.



GOALS & UPCOMING PROJECTS

The Department has established several goals for the upcoming May, 1 Fiscal Year. These include:

- Review insights gained from the Community Perception Study, solicit proposals for a new marketing agency for the village to work with, and develop a new marketing plan for the next fiscal year. Continue to cultivate messaging that positively promotes the village as a high-quality place to live and visit.
- Enhance the village's website by evaluating the current site's content and search functionality to determine if additional tactics and tools may need to be implemented to improve users' experience so they can easily retrieve information.
- Promote civic pride and engagement with the community by developing and executing a promotional plan focused on celebrating the village's 70th Anniversary.
- Enhance emergency preparedness by developing standard procedures related to the use of Everbridge by village staff and members of Northwest Central Dispatch.

WHAT TOP CANDIDATES WILL BRING

ADVANCED KNOWLEDGE | A thorough understanding of communications with a track record of developing and executing communications strategies to reach audiences while ensuring consistency in branding and messaging.

COLLABORATIVE EXPERTISE | The talent to facilitate collaboration, integrating and solving problems to ensure both content and projects are meeting objectives and deadlines.

CUSTOMER-CENTRIC | Experience working with internal and external stakeholders and the ability to establish and maintain relationships with a variety of individuals and organizations.

DEDICATED PROFESSIONALISM AND LEADERSHIP

An individual who displays confidence, is honest, fair, and possesses integrity, who will be hard-working, creative, and ethical in upholding high moral standards, and who leads by example in a highly transparent organization.

QUALIFICATIONS | Master's Degree with a major in Communications, Journalism, English, Public Relations, or related field, or ability to obtain within 3 years of hire. A minimum of five years of progressively responsible experience in communications or related fields, preferably in a government setting. A minimum of five years of managerial experience coordinating a range of activities undertaken by others that involve directing, monitoring, and evaluating performance of staff.

COMPENSATION

We recognize your value, and we offer a competitive salary range of \$136,932 to \$198,551 depending on qualifications and experience. Additionally, the Village of Schaumburg offers a comprehensive, competitive benefits package with coverage that begins on the first day of employment, including health, dental, vision, and life insurance, medical and dependent care flexible spending account, and pension through the Illinois Municipal Retirement Fund. This position offers flexibility for occasional life events but is not suitable for remote or hybrid work.

APPLY TODAY

Apply online at www.GovHrjobs.com with resume, cover letter, and contact information for five professional references to the attention of Kathleen (Katy) Rush, independent authorized executive recruiter, MGT. Confidential inquiries are encouraged to learn more about this opportunity by calling 847-380-3240. The position is open until filled; resume reviews will begin immediately with the intention of having a candidate placed by early August.

