



**DIRECTOR OF MARKETING
& COMMUNICATIONS**

CITY OF FAYETTEVILLE, NC

MGT

DIRECTOR OF MARKETING & COMMUNICATIONS CITY OF FAYETTEVILLE, NC



THE POSITION IN BRIEF

The City of Fayetteville, NC, seeks an experienced and strategic communications professional to serve as Director of Marketing and Communications. This position oversees City-wide public communications, including public information, media relations, marketing initiatives, community engagement, and communications during emergency or disaster situations. The Director serves as a key advisor to City leadership on the planning, development, implementation, and management of communications, marketing, media coverage, and public relations strategies.

The Director leads efforts to ensure that City messaging is consistent, transparent, and aligned with the organization's strategic priorities. The position manages the City's brand, publications, social media platforms, and government access channel, while strengthening relationships with residents, businesses, media outlets, and community organizations. This role requires a collaborative leader who can work across departments, build and maintain strong relationships, support executive leadership, and ensure that City initiatives, programs, and services are communicated effectively to the public.



THE COMMUNITY

Fayetteville, NC, is one of the most family-friendly, patriotic, diverse and strategically relevant communities in America. The city is a neighbor and partner to Fort Bragg, home of U.S. Army Airborne and Special Operations Forces. The installation is home to several major commands including U.S. Army Western Hemisphere Command, U.S. Army Reserve Command, U.S. Army Special Operations Command, XVIII Airborne Corps, and the 82nd Airborne Division. Fayetteville proudly serves the 57,000 military, 16,000 civilian and contracted employees, 80,000 military family members and 97,000 military veterans and retirees, making it one of the largest military installations in the world.

The city is constantly growing, changing and supporting its more than 208,000 residents, making

it the sixth largest City in North Carolina. With a median age of 30.7, Fayetteville is filled with the energy of young adults and families with young children. Whether walking the Cape Fear River Trail, visiting Fascinate-U Children’s Museum, enjoying an evening of Woodpeckers’ minor league baseball, or attending one of the annual festivals or events, the City offers year-round entertainment and recreation opportunities for everyone. Conveniently located within a couple of hours’ drive of Myrtle Beach and other popular East Coast beaches, families can make day trips to the ocean, or they can head north to the scenic Blue Ridge Mountains for a weekend of camping, fishing, or hiking.

The community has a rich history dating to 1762, in the early days of America, and was named after the Revolutionary War hero, the Marquis de Lafayette. Historical landmarks woven throughout the downtown area connect the past to the present and future. The historic downtown offers quaint specialty shops, art museums and installations, unique dining venues, antique shops, and bookstores.

Downtown is also home to a baseball stadium that houses a Minor League affiliate of the Houston Astros. The stadium is adjacent to a recently redeveloped historic hotel property offering residential and mixed-use units. Significant attractions like the Airborne Special Operations Museum, Festival Park, outdoor activities, sports complexes, and the North Carolina State Veterans’ Park make Fayetteville a destination for travel.

MAJOR CIVILIAN EMPLOYERS

- U.S. Department of Defense (Civilian) – 10,999
- Cape Fear Valley Health System – 7,500
- Cumberland County Board of Education – 5,779
- Goodyear Tire & Rubber Company – 2,900
- Veterans Administration – 2,331
- Wal-Mart Associates, Inc. – 1,293
- City of Fayetteville – 1,937
- Cumberland County Government – 2,069
- Food Lion – 1,012
- Fayetteville Technical Community College – 1,315

Approximately 51,000 uniformed soldiers and airmen are stationed at Fort Bragg.

THE CITY

The City of Fayetteville adopted the council-manager form of municipal government in June 1949. This type of government was developed in Virginia in 1909 and today is the predominant form of local government in North Carolina.

Under the council-manager form of government, the Fayetteville City Council performs the legislative functions of the City, establishing laws and policies, setting strategic priorities, and adopting the annual budget. Fayetteville City Council is the elected governing body representing the citizens of Fayetteville.

Under the current electoral system, the City Council consists of nine council members and a mayor. All nine council members are elected from single-member districts, and only residents within each district may vote for each district seat. The mayor is elected at-large.

The City Council appoints a manager who carries out the laws and policies enacted by the Council. The City Manager is responsible for managing the City's employees, finances, and resources as the chief budget officer. The City Council also appoints the City Attorney, who represents the City administration and City Council in all legal matters.

THE CITY ORGANIZATION

Fayetteville has an FY 2026 approved operating budget of over \$315.2 million, a capital improvement plan of \$94.1 million, and approximately 2,112 full-time (FTE) positions.



OUR VISION

An attractive, culturally diverse, and inclusive city that is safe, prosperous, innovative, and unified.

OUR MISSION

To provide high quality and sustainable public services for our communities to thrive and our businesses to grow.

OUR VALUES

We, the Mayor, City Council, Managers, Supervisors, and Employees serve with respect to safeguard and enhance the public trust in City government:

- Responsibility
- Ethics
- Stewardship
- Professionalism
- Entrepreneurial Spirit
- Commitment
- Teamwork





FY26 STRATEGIC PRIORITIES



Additional information for the City of Fayetteville's Strategic Priorities can be found here: [Fayetteville Strategic Planning](#)

CANDIDATE PROFILE

The successful candidate will demonstrate strategic leadership, strong communication skills, and political awareness in managing public messaging and community engagement. They must possess the ability to be creative, engaging and understand crisis management.

The Director must be an effective communicator who can translate complex government initiatives into clear and accessible information for residents, stakeholders, and the media. This individual will serve as a trusted advisor to City leadership and help guide messaging during routine communications as well as high-profile or sensitive issues.

The ideal candidate will demonstrate the ability to build strong relationships with internal departments, community leaders, and media organizations while fostering collaboration across the organization. This role requires a professional who can anticipate communication challenges, provide thoughtful strategic guidance, and ensure the City maintains a proactive and transparent approach to communication with the public.

The Department has an approved budget of \$1,349,926 with 12 allocated positions.



RESPONSIBILITIES

The Director of Marketing and Communications will oversee the City's comprehensive communications strategy and operations, including:

- Developing and implementing long-term strategic communications and marketing plan
- Managing and promoting the City brand
- Lead consistent messaging across the City's platforms including social media, online and broadcast mediums
- Leading external communications and ensuring consistency in public messaging
- Managing media relations and preparing City leadership for interviews and public engagement
- Overseeing publications, articles, presentations, and marketing materials
- Managing the government access channel and televised Council meetings
- Leading internal communications initiatives across departments
- Supervising and developing communications staff
- Managing the department budget and resource allocation
- Coordinating communication during emergencies or disaster situations
- Building relationships with City departments, community organizations, regional partners, and media outlets

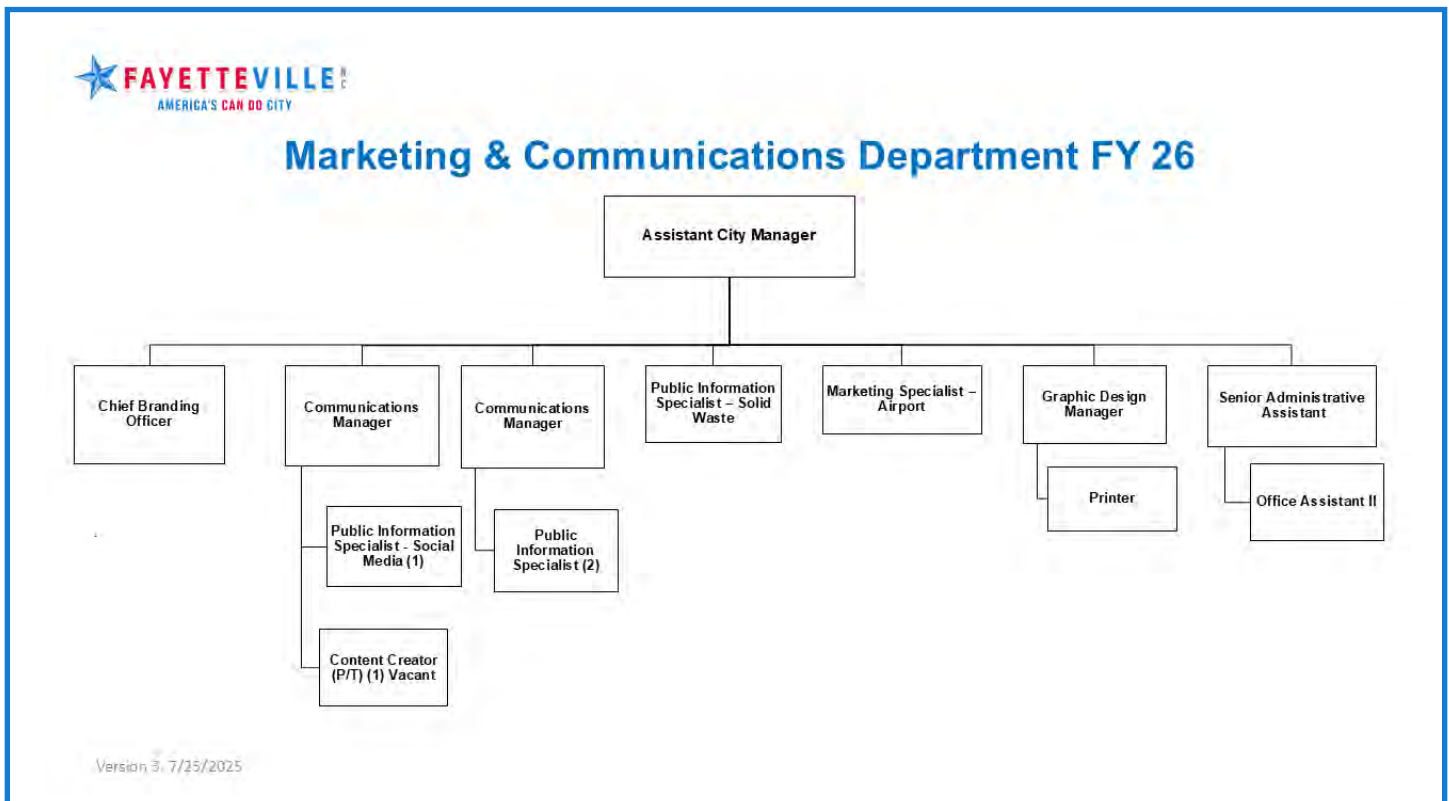
QUALIFICATIONS & EXPERIENCE

Bachelor’s degree in public administration, marketing, communications, public relations, journalism, or a related field. Seven years of progressively responsible experience in public communications, public information, public relations, journalism, or related work, including experience managing communications programs. A minimum of five years of supervisory experience is required. A master’s degree in a related field is preferred.

COMPENSATION & BENEFITS

The anticipated hiring salary range for the position is \$120,166 - \$150,000 + DOQ/E with an excellent benefit package. If needed, a relocation allowance is negotiable. The application deadline is April 17, 2026. Candidates can apply online at the [MGT Career Center](#) with a resume, cover letter, and contact information for five professional references. For more information, contact Sarah McKee, Senior Consultant, MGT at 847-380-3240 ext. 120.

The City of Fayetteville is committed to compliance with the American Disabilities Act and is an Equal Opportunity Employer. Diversity and inclusion are critical to their success. No applicant or employee shall be deprived of employment opportunities because of such individual’s race, color, religion, sex (including pregnancy, gender identity, and sexual orientation), national origin, age (40 or older), disability, natural hair, hairstyle, or genetic information.



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