



**DIRECTOR OF THE DEPARTMENT OF PUBLIC COMMUNICATION
(STRATEGY AND COMMUNITY ENGAGEMENT)**



EXECUTIVE RECRUITMENT



Oakland County, MI (pop. 1,251,000) County Seat: Pontiac/Waterford. Oakland County is located in southeast Michigan, immediately north of Detroit. With a population of 1.2 million and covering over 900 square miles, Oakland County offers cosmopolitan urban centers, lakefront living, historic town centers, varied suburban neighborhood settings and natural country settings within close proximity to an array of employment opportunities. Providing the diversity of choice vital to attracting and retaining a skilled workforce and high quality of life: 38,000 businesses, 1,100 foreign-owned firms from 39 countries, call Oakland County home, the county blends the State's most robust economy with an unmatched quality of life. This diversity makes Oakland County unique and competitive. Oakland County's annual gross domestic product (GDP) is \$100 billion, which represents 23% of the state of Michigan's total GDP.

Oakland County Census Demographics at a Glance

1,259,201 Total Population

Land Area: 907 Square Miles

Persons under 18 years: 21%

Persons over 65 years: 17%

Bachelor's degree or higher: 46%


Diversity

White alone: 72%

Black or African-American: 14%

Asian: 8%

Hispanic or Latino: 4%

 **Housing, income & lifestyle**
501,260 Households

Owner-occupied housing: 71%

Median home value: \$228,800

Median gross rent: \$1,043

Total employment establishments: 39,250

Total employment: 696,367

Median household income: \$76,387

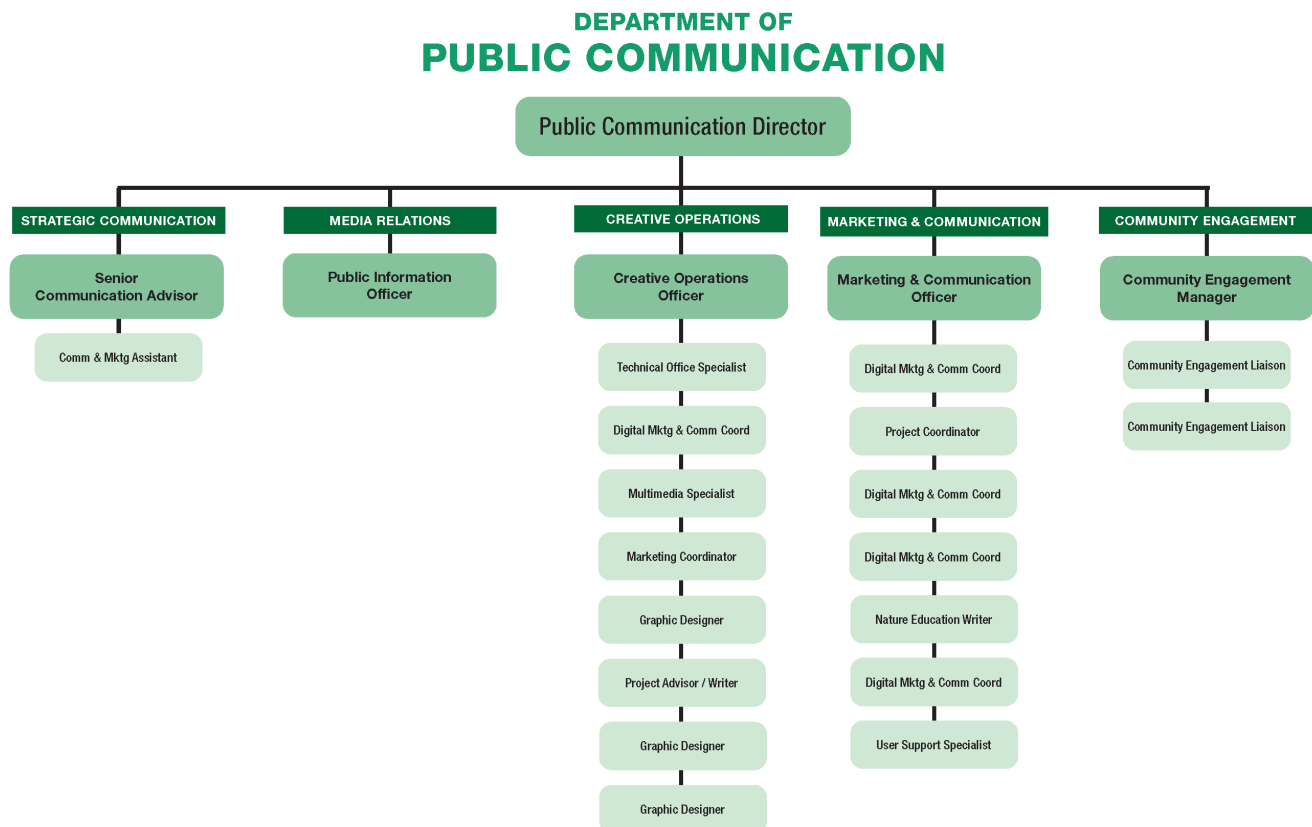
Persons in poverty: 8.2%



Oakland County Government and Director of the Department of Public Communication (Strategy and Community Engagement)

The County is governed by, David Coulter, the County Executive, elected County-wide to a 4-year term, and a 21-member Board of Commissioners who are elected by district for a two-year term of office. The Director of Public Communication is an appointed position, serves at the pleasure of the County Executive and reports to a Chief Deputy County Executive. This position will work with all County departments to effectively execute cross-organizational communication strategies.

The Director of the new Department of Public Communication will function as a multidiscipline leader, responsible for a wide range of communications, strategy, and community engagement services. The position is directly responsible for the management of five (5) County units, each unit is led by a manager.



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Oakland County's Top 15 Largest Employers

Oakland County is home to a large health care and automotive organizations, strong entrepreneurial activity and innovative employers.

Company	Industry	Company	Industry
Beaumont Health	Healthcare system	Magna International	Automotive supplier
FCA US LLC	Automobile manufacturer	Comerica Bank	Financial Institution
General Motors	Automobile manufacturer	Flagstar Bancorp	Financial Institution
Ascension Michigan	Healthcare system	Lear Corporation	Automotive supplier
U.S. Postal Service	Postal service	Rochester Community Schools	School district
Henry Ford Health System	Healthcare system	McLaren Health Care Corp.	Healthcare system
Oakland County	Government	Oakland University	Public university
Trinity Health	Healthcare system		

The successful candidate will have the opportunity to be a part of a leadership team committed to excellence, transparency, collaboration, and inclusiveness as they lead Oakland County forward. In their role, the Director of Public Communication must have the ability to oversee a diverse group of departments and be passionate about public service. The Director is responsible for creating and executing on a strategic communication plan to skillfully convey the policies, vision, goals, and objectives of Oakland County.

Challenges/Opportunities for the Director of Public Communication

Part of the County-wide Leadership.

The Director of Public Communication, as part of the County Executive's senior leadership team, will work in partnership with county administrators to manage the content and tone of all County communications. This includes ensuring cohesive marketing strategies for all county services and innovative ways to inform the public on services and key priorities of the Administration. The Director will ensure that the new community engagement team has a proactive strategy to build relationships in the county and inform stakeholders and residents about county services and priorities of the Administration. The Director must serve as a visible and highly interactive leader when working with stakeholders to establish trust and implement best practices across the County.

Establishing a Comprehensive Communications Strategy. The County's first Director of Public Communication will lead the assessment of current public communications practices, evaluate the effectiveness of current practices, create clear policy and performance expectations, implement sound public communication procedures, and measure the effectiveness of the communication strategy. In doing so, the Director will play a central role across all Divisions and agencies of the County. Along with the Department of Communication, the Director will be responsible for facilitating transparent, accurate, and forward-looking information to the many constituents of Oakland County. Equally important, the Director will ensure that communications and Community engagement are united in their efforts to inform the public and that the community engagement team is actively serving as a liaison to local government leadership, community organizations and other stakeholders.



Create a Unified Communication Department.

As the first Director of the Department of Public Communication, the Director will have an opportunity to unify the units of Strategic Communication, Media Relations, Creative Operations, Marketing & Communication, and Community Engagement. Each of these units is led by a highly qualified manager who manages a team of talented employees. While experience in one of more of these technical areas is valued, the Director of Public Communication's primary function will be to develop cohesive strategies and internal policies, to be implemented by all divisions of the County (both internal in the Communication Department and across all other divisions of the County), which present accurate, consistent, and clear public facing materials and public interactions. It is vital for the individual in this position to be a confident consensus builder committed to public service and inclusive leadership principles.

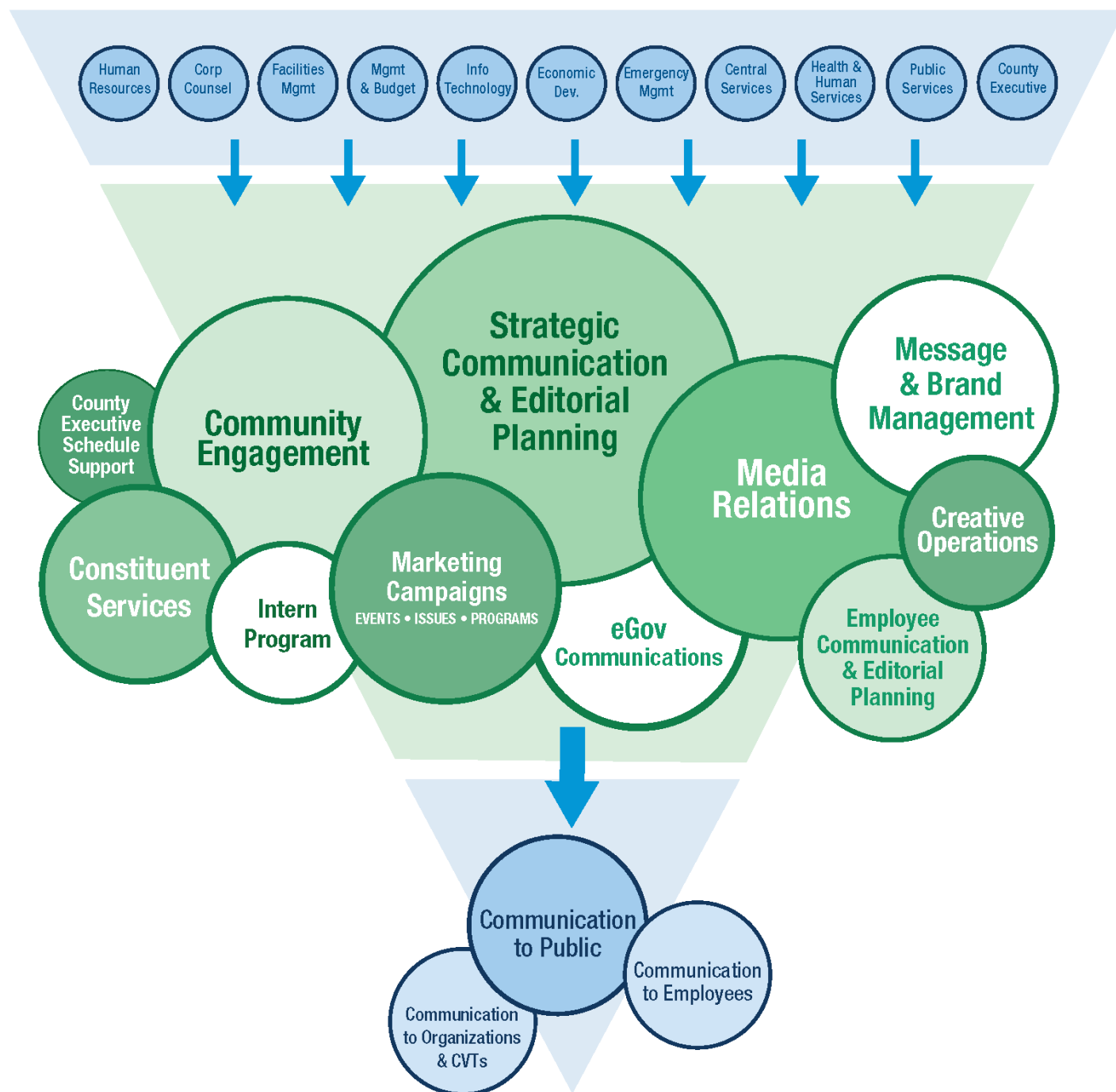
Oversee Delivery of Exceptional Community Engagement Services. An initial top priority for this position, in coordination with the Community Engagement unit, will be to research, develop, and implement an innovative constituent relations management (CRM) system. In implementing the County's vision for community engagement, the Director of Communication will utilize traditional and software tools to create a model CRM for effective constituent services, modernizing and enhancing the County's communication and service to its citizens, local governments, businesses, and visitors. The CRM system will track, monitor, measure, and report on the County's delivery of community engagement services.



COUNTY EXECUTIVE OFFICE OF PUBLIC COMMUNICATION

Countywide Strategy, Planning, Outreach

CONVENOR • PARTNER • IMPLEMENTOR



Leadership and Responsibilities

The Director of the Department of Public Communication will lead and work collaboratively with various County staff to simultaneously develop a comprehensive communication and community engagement strategy and manage the day-to-day communication and community engagement activities of the County. This position will establish a cross-County understanding of the communication needs of staff, while providing strategic advice to County leaders.

- ◆ Advising the County Executive, Deputy County Executives and Department Managers on issues relating communication and community engagement and ensuring Oakland County adheres to its values and is an inclusive community for all stakeholders.
- ◆ Providing strategic vision, leadership, and organizational and administrative oversight of county-wide programs and services for public communication and community engagement; designs and implementation of plans, policies, and procedures.
- ◆ Effectively utilizes data metrics to create reports related to key performance indicators (KPIs) and identify areas of improvement in the County's marketing and communications efforts
- ◆ Oversees the planning and facilitation of marketing and communications campaigns designed to increase public awareness and enhance the growth of programs, initiatives, business opportunities and service provided within Oakland County.
- ◆ Supervises a team of staff involved in the design, planning and implementation of marketing and communications campaigns.
- ◆ Builds quality relationships with internal customers and external agencies.
- ◆ Ensure a community engagement strategy that listens to local government leaders and community stakeholders in the deliverance of county services
- ◆ Create a system for tracking constituent service county-wide.
- ◆ Ability to communicate to accurately convey information using tact and diplomacy.
- ◆ Commitment to the County's vision of diversity, equity, and inclusion in all internal and external interactions, policies, and decisions.
- ◆ Representing the County Executive and the County in various community, state, and regional activities.
- ◆ Performing additional duties as assigned by the County Executive and Deputy Directors.





Qualifications and Experience

Candidates with clear experience and passion for public service are encouraged to apply. This position will advance the County's community justice and public service interests to deliver innovative and equitable services to the citizens of the County. The Director of Public Service will be highly skilled in facilitating relationships with diverse constituencies and encouraging important policy discussions that intentionally include diverse perspectives.

Desirable Experience, Knowledge, Skills and Abilities:

- ◆ Bachelor's degree from an accredited college or university in a relevant field of study.
- ◆ Have had at least five (5) years of relevant professional experience in a leadership position.
- ◆ Excellent written and oral communication skills.
- ◆ Proven experience developing, reviewing, and executing communication strategies.
- ◆ Knowledge of constituent service and community relations in a government setting.
- ◆ Demonstrated experience successfully interacting with internal and external stakeholders, including top level executives and public figures.
- ◆ Demonstrated experience setting priorities, goals, and objectives.
- ◆ Strong analytical, organizational and time management skills.
- ◆ The Director must maintain a valid motor vehicle operator's license.

Preferred Experience, Knowledge, Skills and Abilities:

- ◆ Master's degree from an accredited college or university in a relevant field of study.
- ◆ Proven track record in implementing new initiatives to meet organizational needs.
- ◆ Well-developed skills in facilitating inclusive dialogues.
- ◆ Implementation and / or management of a comprehensive customer (constituent) relations management system
- ◆ Successful experience as a lead communications and strategy officer of an organization similar to Oakland County.
- ◆ Successful experience leading a community relations strategy in government, for an elected officials or similar experience.



COMPENSATION AND HOW TO APPLY

Salary range is \$136,208 to \$182,626 DOQE.

Apply online at www.GovHRjobs.com with resume, cover letter, contact information and three (3) professional references. Oakland County is an Equal Opportunity Employer and values diversity, equity and inclusion and seeks candidates who represent a variety of backgrounds and perspectives. Questions regarding the position may be directed to the attention of Jaymes Vettrano, Vice President, GovHR USA, Tel: 847-380-3240 ext. 126.

Candidates will be reviewed upon receipt of application, with preliminary reviews to be completed by July 12, 2022.

***Credit for contributing to the narrative, data and photographs: Oakland County and census.gov.*

OAKLAND COUNTY, MI