



JOB DESCRIPTION

Title: Director of Communications and Community Relations
Department: Office of Town Manager
Status: Full Time/ Exempt
Schedule: Typically, M-F 8:00 a.m. - 4:30 p.m. Other days/hours as needed
Reports To: Town Manager

Position Summary

The Director of Communications and Community Relations is responsible for all aspects of the Town's communications, including internal and external communications, community outreach, media and public relations, marketing. Coordinates civic engagement and communication initiatives by creating, editing, and distributing (digital and printed) communication materials to educate the public and promote a positive image of Munster to various audiences. This position collaborates with every level of the organization to achieve brand consistency in content and messaging, to benefit internal and external audiences. The position provides support for messaging and marketing efforts related to the Town's services, events, initiatives, programs and economic development.

Qualifications

Associate's and/or Bachelor's degree in Journalism, Communications, Marketing, public relations, Business Administration, or a related field (equivalent experience will be accepted in lieu of post-secondary education) and at least three (3) years of progressively responsible experience in marketing, communications, social media communication, public information/public relations or a related field.

Essential Functions

- Craft messaging that resonates with existing and future residents, prospective businesses and other community stakeholders to promote the Town, communicate its amenities and establish a defined brand and image for Munster.
- Communicate information to educate the community about the Town's services, policies, ordinances, regulations, and administrative processes. Works with departments to develop and execute public relations and public information awareness campaigns related to Town services

- Implement clear and consistent designs, formatting, and language throughout all Town forms, applications, letters, memos, reports, etc. Ensure that all departmental communication is consistent throughout the organization and meets appropriateness, quality, and consistency with the overall Town message, branding, and strategic plan goals.
- Promotes public projects, department services, programs, initiatives, and accomplishments by creating content for the Town's website, social media, printed and electronic newsletters, media releases, brochures, and other advertisements.
- Coordinates production of Town's printed and electronic newsletters.
- Respond quickly during times of crisis and emergencies, providing consistent, vetted messaging to the community and media; and is on-call to respond to after hours, breaking news situations.
- Develops/directs multi-media presentations and collateral, including PowerPoint, newsletters, brochures, photography, videos and graphics.
- Acts as the Town's primary contact for the news media and public regarding Town activities, programs, plans, emergencies, and projects, and formulates a single, coordinated response to media inquiries and to the public through physical and electronic media. Coordinates efforts to ensure that the media and public are provided with access to timely, accurate, and informative news. Serve as the public information officer and official spokesperson for the Town.
- Manage and implement the Town's Strategic Communications Plan.
- Collect and analyze data to evaluate the effectiveness of different communications mediums and marketing initiatives.
- Responsible for maintaining and updating the Town's website and social media platforms to ensure that all content and links are current, accurate and relevant. Develop website and social media content in coordination with other departments.
- Serve as a resource to staff and elected officials to educate and advise on the Town's communication plan, message and branding integrity and consistency. Provides recommendations to the Town Manager, staff and elected officials on the handling of publicly released subject matter which may be sensitive or noteworthy.
- Works with departments to plan, organize, coordinate, publicize and implement community events.
- Collaborates with staff to craft, write and edit copy for press releases, social media, and website postings.
- Conceptualize and implement community engagement programs so that residents are informed, involved, engaged, and inspired to be active in their community.
- Continuously evaluate and enhance external communications to provide transparent, timely, and accurate information to the community.
- Maintain the confidentiality of all highly sensitive and confidential business information, and management activities and discussions.

- Attend Town Council and other meetings as needed.
- Performs other duties as assigned by the Town Manager.

Knowledge, Skills and Abilities

- Knowledge of public relations, communications, social media management, web content management systems, Adobe Suite and other design software, email marketing systems, Microsoft Office Suite.
- Knowledge of the principles and practices of effective print and digital communication methods, public relations and marketing and public information dissemination techniques and strategies.
- Possess excellent interpersonal, verbal and written communication skills, including the ability to effectively present information and engage varied audiences.
- Exceptional attention to detail.
- Highly organized with ability to multi-task, establish priorities and follow them through to completion.
- Ability to take direction but work independently and as part of a team.
- Ability to maintain high degree of professionalism in appearance and conduct, including strong interpersonal skills and the ability to consider and respond to differing viewpoints in a professional manner, positive communication methods.
- Ability to generate creative and unique ideas, communication materials, messaging, marketing initiatives and community activities.
- Ability to work under time pressures, adapt to stressful situations, meet deadlines, and perform exceptional work in critical and high stress situations.
- Ability to work evenings and weekends when necessary.
- Ability to engage, work with, and communicate effectively with department heads, other government officials, employees, and the public.
- Knowledge of and skilled in web and social media content management systems, graphic and other design software, email marketing systems, and Microsoft Office.

Work Environment

This position involves a combination of office work, community engagement, and external meetings. While a typical workweek is 40 hours, additional work hours are required to attend evening meetings or community activities outside of normal working hours. Standard office equipment is used, including computers, telephones, and industry-specific software for business operations. The employee is frequently required to sit, talk, walk, and hear; use hands to touch, handle, feel, or operate a computer;

reach with hands and arms; and occasionally lift and/or move up to 50 pounds. Employee must be able to occasionally operate a motor vehicle to drive to other town facilities, events, or external meetings.

JOB DESCRIPTION ACKNOWLEDGEMENT FORM

I acknowledge that I have received a copy of the job description for my position. I have reviewed this job description and understand the job duties, responsibilities and working environment as outlined. I confirm my ability to perform the essential functions as outlined. I understand this job description is not intended to be a complete listing of all job duties but is considered a general summary of expectations. I understand that my job duties may change on a temporary or regular basis according to the needs of the organization without it being specifically included in the job description.

Employee's Signature

Date

Employee's Name Printed

Date Last Revised: July 22, 2025