



S. RENÉE NARLOCH  
& ASSOCIATES  
PROFESSIONAL EXECUTIVE RECRUITMENT



CITY OF DUNEDIN, FL  
INVITES YOUR INTEREST IN THE POSITION OF  
DIRECTOR OF COMMUNICATIONS

**DUNEDIN**  
Home of Honeymoon Island

## THE COMMUNITY

The City of Dunedin (pronounced Donee-din) is located on central Florida's west coast, in the heart of Pinellas County's Suncoast. The beautiful, naturally wooded, and subtropical setting includes close to four miles of picturesque waterfront, a village-like atmosphere, and a relaxed lifestyle. The community's progressive vision, masterful planning, and year-round outdoor activities have lured people from around the world for decades. Today, almost 38,000 residents consider this thriving city a truly delightful place to live, work, and play.



Dunedin celebrates the Arts and Culture and the rich American and Scottish heritage of its founding fathers in numerous ways. Public murals and other artwork are displayed throughout the city. An initiative that uses best practices in historical preservation is currently underway. Every year, the City commemorates such notable events as the Highland Games in March/April and the Celtic Festival in November. The City embraces diversity with a series of events each year commemorating the birthday of Dr. Martin Luther King, Jr., Mardi Gras, St. Patrick's Day, and Cinco de Mayo, to name a few. Other notable attractions include the City's Downtown Market, art and crafts festivals, and numerous other events held throughout the year.

This waterfront community is home to several beaches, including the well-known Honeymoon Island, and is a short boat ride from the world-renown Caladesi Island State Park, which is consistently rated among the best beaches in the world. The City's parks, such as the unique 90-acre Hammock Park, waterfront Weaver Park, and Edgewater Park beside the Dunedin Marina, offer ample opportunities to enjoy fresh air, sunshine, and recreation throughout the year. Visitors and residents alike can also enjoy a round of golf at the City's premier golf course.

The downtown business district is notable for numerous boutique-style stores interspersed between an eclectic selection of local restaurants and a wide array of art studios and galleries scattered around town, including an Artisan District. Visitors and residents can also access the Pinellas Trail, a 39-mile-long bicycle and pedestrian trail that traverses Pinellas County and bisects downtown Dunedin. Nearby, the Dunedin Historical Museum, established in 1978, is housed in a historic railroad station and preserves Dunedin's unique history. Downtown is also pet-friendly, with doggie water bowls located outside many stores and restaurants that also accommodate pets in their outside eating spaces.

Since 1977, Dunedin has been the spring training home of the Toronto Blue Jays, as well as the home of the class-A Dunedin Blue Jays of the Florida State League. Home games are played at TD Ballpark which recently underwent substantial upgrades. Under new renovation construction is the Blue Jays' Player Development Complex located only 10 minutes from the stadium.

The Dunedin Public Library, founded in 1895, is the oldest in Pinellas County and is celebrated as one of the most progressive in the State of Florida. The Dunedin Fine Art Center, established in 1975, is a premier Art Teaching Center—the largest of its kind in the State of Florida—that offers many quality art education programs and inspiring exhibitions. The City has several historic structures which add to its character and charm, four of which are listed on the National Register of Historic Places.

## THE ORGANIZATION

The City of Dunedin has a nonpartisan commission/manager form of government. The City Commission is comprised of a Mayor and four Commissioners, who are elected under a staggered system with overlapping terms. The City Commission appoints four (4) Charter officials: City Manager, City Clerk, City Attorney, and City Auditor.

The City of Dunedin has 377 full- and part-time employees. The City's total budget for Fiscal Year 2020 is \$142.6 million, and the General Fund makes up approximately 22% of the total annual budget. City departments include the City Clerk, City Commission, City Manager's Office, Communications, Community Development, Economic and Housing Development (which includes the Community Redevelopment Agency), Finance, Fire, Human Resources and Risk Management, Library, Parks and Recreation, Planning and Development, and Public Works and Utilities. Law enforcement services are provided under contract by the Pinellas County Sheriff's Office.

The City Manager serves as the chief administrative officer and is responsible for carrying out commission policies and directives, as well as planning and directing activities to ensure the efficient and effective operations of the City. The City Manager provides overall leadership, direction, guidance and management to City Departments; coordinates City efforts to accomplish cost savings and increased efficiencies; and interacts regularly with peers and legislators at the city, county and state level. The City Manager is accessible and responsive to residents and business owners, as well as the City's numerous citizen boards, committees, and highly engaged citizenry.

## THE POSITION

The Director of Communications reports to the City Manager and oversees four (4) staff. Under administrative direction, the Director plans, directs and supervises the various functions of the Communications Department to promote the City of Dunedin and keep residents, the media, and the general public informed about events in the City. The Director serves as Public Information Officer (PIO) for the City and supervises all production aspects for operation of the City's Public Television station, City of Dunedin website, social media, and Emergency Notification Services. This position provides proactive,

accurate, and timely communications with the news media; functions as the City's spokesperson; and develops and implements Citywide public information strategies consistent with City goals and objectives. This position is responsible for the strategic planning of the television channel programming, media operations, website management, equipment acquisitions, social media, public relations, as well as the production and maintenance of the City's website.

Specific duties and responsibilities of the Director of Communications include, but are not limited to, the following:

- Serves as the City's PIO for all media interactions; promotes the City and actively cultivates and manages press relationships to ensure coverage of issues of strategic importance to the City; disseminates public announcements and information about City projects.
- Oversees the overall operation of the Communications Department. Scope of responsibility includes television programming, the City's website, social media, acquisition of equipment; schedules physical resources and personnel to meet production schedules; works with the Television Production Coordinator to plan video and multimedia projects and the television production and airing schedules.
- Develops a strategic communications plan for the City, identifying challenges and emerging issues faced by the department and City; leads the execution of the plan.
- Ensures the proper dissemination of public information in compliance with all applicable policies, procedures, laws and regulations; responsible for all aspects of City-related public information as it pertains to media relations, social media, and crisis communications.
- Drafts press releases and ensures distribution through appropriate communication outlets.
- Responds to public inquiries in a timely manner pertaining to the City via email, social media, phone, digital apps and/or online engagement tools.
- Manages and implements the City's Social Media strategies and outreach, and the City website to deliver consistent, relevant public relations information; curates content to increase audience engagement on the City's social media channels.
- Oversees the implementation and coordination of social media strategies through the use of a variety of engagement platforms such as Facebook, Twitter, YouTube, Granicus and other digital media tools.
- Exercises judgment to prioritize media opportunities, and prepare talking points, speeches, presentations and other supporting material as needed.
- Manages relationships with any communications-related vendors or consultants.
- Oversees the operations of Dunedin Television, including recording and broadcast of live, televised public meetings; coordinates, writes, directs, produces, and broadcasts television programs and special video projects as needed.
- Oversees project assignments, including pre-planning, script writing, producing, directing, post-production, scouting locations, interviewing, set-up, and field production.
- Directs and supervises department and freelance personnel: supervisory duties include scheduling, training, assigning, reviewing and planning the work of others; maintaining standards, coordinating activities, allocating personnel, selecting new employees, handling personnel issues, including recommending disciplinary action, employee transfers, promotions and discharge. Supervises and



trains department personnel and other staff on proper care and use of appropriate equipment.

- Works with staff to recognize internal and external communications opportunities and solutions, and define and execute appropriate strategies to support them.
- Develops and maintains the operating and capital budgets for the Communications Department; develops and implements Business Plan initiatives for the department; monitors and approves all expenditures including equipment acquisition.
- Approves the purchase of technology equipment and software for the Communications department.
- Coordinates and participates in communications, public relations, marketing, and information projects and activities with other City Departments, Government Agencies, Committee Groups, Contractors, Consultants and Community Organizations, as necessary.
- Oversees the City's Emergency Notification System.
- Responds to inquiries from the public and maintains a good working relationship with interdepartmental City staff and other private or public professionals.
- Prepares and compiles data for a variety of reports, records, and correspondence as needed. Performs video documentation of crisis preparation and recovery operations of city employees.
- Coordinates outreach through newsletters, at community events, and via other forms of communication outreach.
- Attends meetings of the City Commission, civic groups, Boards & Committees, and additional meetings as requested.
  - Stays up-to-date on the latest developments in online technology and community outreach/citizen engagement tools.
  - Performs administrative duties such as contracting for services and purchasing/bidding, and personnel functions to include interviewing, hiring, payroll, staff meetings, etc.
  - Maintains an accurate media contact database.
  - Acts as the City Liaison to the Public relations Action Advisory Committee.

- Performs other related duties as required.

Opportunities for the Director of Communications include being an influential partner in the sharing of information about the City through electronic media and other platforms, as well as establishing meaningful communications between the City staff, City Council, and the community.

The focus of this role is to generate positive recognition of the City; promote awareness of how the City works, strengthen the public image of the City, encourage citizen participation in City processes and programs, foster a sense of civic pride in the community using enhanced communications, provide accessible information, increase revenue, and coordinate meaningful interactions between the City Council, City staff, community organizations and members, and regional entities.

The ideal candidate will understand principles and practices of developing communication plans, public relations, marketing, media relations, and public involvement strategies and techniques. Additionally, candidates should have knowledge of municipal government organizations and operations; web editors, graphic design authoring tools, and content management systems; and cable channel operations.

The City is seeking an experienced Director with strong leadership skills and a collaborative, engaging management style. A results-oriented leader with a passion for public service and a commitment to excellence is sought. A Director who will create a high level of trust and confidence within the city government and throughout the community is needed.

This position requires a manager with a high-energy level, capable of operating with significant independence, initiative, and a creative approach to solving challenges and resolving problems. The successful candidate will be approachable, available, and able to relate effectively with all members of the City and the community at-large. The ideal candidate must understand, appreciate, and support citizen input and diversity within the organization and community. Candidates must be creative, a visionary, and possess excellent communication and interpersonal skills.

Requirements include a Bachelor's degree in Communications or a related field, supplemented by a minimum of five (5) years' experience in a communications role, three (3) of which have been in a supervisory capacity. Certification as a Public Information Officer (PIO) is required. Must have at least two (2) years of experience in television and video production, website and social media management. Experience managing and executing across several communications media is required. An equivalent combination of training and experience which provides the required skills, knowledge and abilities may be considered.



The Director of Communications is a Category A position for the purposes of Emergency Management. Employees in this category may be assigned to work a variety of schedules, including compulsory work periods in special, emergency, and/or disaster situations. As such, the Director is required to stay on premises during a declared state of emergency, or as otherwise mandated.

## COMPENSATION

The salary range is \$62,223-\$99,557. Starting salary will be competitive and negotiable based on the qualifications and experience of the individual selected. The State of Florida does not have a state income tax.

## TO APPLY

If interested in this outstanding opportunity, visit our website at [www.srnsearch.com](http://www.srnsearch.com) and apply online. Position is open until filled. Resumes will be screened according to the qualifications outlined above. Screening interviews with the most qualified applicants will be conducted by S. Renée Narloch & Associates to determine a select group of finalist candidates who will be asked to provide references; references will be contacted only following candidate consent. Final interviews will be held with the City of Dunedin. Candidates will be advised of the status of the recruitment following the selection of the Director of Communications.

Questions regarding this recruitment may be directed to:

Ms. S. Renée Narloch  
S. Renée Narloch & Associates  
[info@srnsearch.com](mailto:info@srnsearch.com) | 850.391.0000

*The City of Dunedin is an Equal Opportunity/ADA Employer. In accordance with Florida's Public Records/Sunshine Laws, applications and resumes are subject to public disclosure.*



2910 Kerry Forest Pkwy D4-242, Tallahassee, FL 32309  
723 West University Ave 110-296, Georgetown, TX 78626  
[www.srnsearch.com](http://www.srnsearch.com)