



Board of Trustees

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April 5, 2019

EMPLOYMENT NOTICE

Communications Director

Want to manage public relations for a growing community on a flexible schedule up to 20 hours per week? You'll be responsible for planning and implementation of strategic communications to many audiences. You'll have the opportunity to promote a multimedia brand and have access to numerous technology resources. You'll have progressive experience in public relations and/or marketing, including newsletters, websites, social media, multimedia journalism, video production, graphic design, and a degree in a related field.

Send your résumé **by April 29, 2019**, to jwickman@hartlandtwp.com or by mail to Hartland Township Manager, 2655 Clark Road, Hartland, MI 48353. Go to our website for the job description or more information: www.hartlandtwp.com
EOE/ADA

Hiring Range: \$24.66/hour – \$29.01/hour DOQ (Pay Grade Maximum: \$33.36/hour)

Hartland Township
JOB DESCRIPTION

Title:	Communications Director	Effective:	04/01/2015
Employment:	Regular, Part-Time	Reports To:	Township Manager
FLSA Status:	Non-Exempt	Pay Grade:	7

Responsibilities

- To work with Township staff and Board of Trustees to ensure that key messages are delivered to constituencies, including residents and businesses;
- To manage online content, including the Township website, the community website, Facebook and MindMixer among others;
- To raise awareness of the Township and the community brand;
- To identify messaging for Township initiatives and to communicate that messaging via press releases and online content submission;
- To create content for collateral materials, including newsletters, flyers and direct mail pieces;
- To design collateral materials, occasionally with the help of a professional designer, and manage distribution of these materials;
- To manage vendors, including videographers, photographers and graphic designers, as necessary;
- To act as an ambassador for the Township and its messaging;
- To conceptualize, rollout and photograph events as necessary;
- To oversee content for the Township's government access channel;
- To perform any other reasonable activities as required by the Township Manager.

Requirements

- Knowledge of principles, practices and applications of public relations, public information and communications.
- Knowledge of principles, practices, concepts and techniques of desktop publishing.
- Knowledge of principles, practices and techniques of web site development and social media.
- Knowledge of principles, practices and techniques of providing public information using government access television broadcasting procedures and equipment.
- Knowledge, skill and manual dexterity for using a computer and job-related software.
- Knowledge of graphic design and photography.
- Knowledge and skill in the use of common office equipment.
- Ability to effectively communicate and present ideas and concepts orally and in writing.
- Bachelor's degree in journalism, English, public relations, marketing or a related field.
- Three years of progressively responsible marketing, public relations or journalism experience that include responsibility for strategic communications initiatives.