

City Hall is Northglenn's newest municipal building. Opened in September 2024, it strives to be an example of environmentally responsible construction and energy use.



DIRECTOR OF COMMUNICATIONS, MARKETING & ENGAGEMENT

ABOUT THE POSITION

The Director of Communications, Marketing & Engagement leads City-wide communications, marketing, media relations, digital platforms, brand management, and community engagement for the City of Northglenn. Reporting to the City Manager, this role serves as a key advisor to City leadership and elected officials, guiding public messaging for major initiatives, emergencies, and long-term planning efforts.

The Director oversees a high-performing team and external partners to ensure accurate, timely, and transparent communication with residents, businesses, and stakeholders. This position plays a critical role in strengthening community connections, supporting tourism and events, and telling Northglenn's story with clarity and creativity.

11701 Community Center Dr. • Northglenn, CO 80233-1001 • www.northglenn.org



NATURE OF WORK

The City of Northglenn is seeking a strategic and creative Director of Communications, Marketing & Engagement to provide leadership for all City-wide communications, marketing, media relations, digital platforms, brand management, engagement and special events.

The Communications & Marketing Department connects the City of Northglenn with residents, community groups, visitors, and the media. This position reports to the City Manager and will direct a dynamic and talented team of professionals.

The Director serves as a key advisor to the City Manager, leadership team, and elected officials, guiding public messaging and engagement strategies for major initiatives, long-range planning efforts, and emergency situations. This role oversees the Communications, Marketing & Engagement Department, including staff and

external consultants, and ensures the accurate, timely, and transparent sharing of information with residents, businesses, regional partners, and visitors.

This position requires strong political acumen and demonstrated ability to work with elected officials and key stakeholders. In this position, you will have the opportunity to engage with both internal and external stakeholders, create and update strategic planning for the department, and create impactful programs and policies. You will play a critical role in leveraging relationships between the City and local businesses in partnering and marketing tourism and events across the city.

This position requires frequent interaction with the public, media, boards and commissions, community organizations, and other governmental agencies, and includes presenting to City Council.

COMMUNICATIONS AND MARKETING ASSESSMENT

The City is in the process of completing a Communications and Marketing Assessment that will be presented by JoyRiot, a third-party marketing firm, on Aug. 24, 2026. Interested candidates are invited to review the assessment and watch the City Council meeting. The assessment will serve as a roadmap for the City moving forward and the work of the Communications Department.

SUPERVISORY RESPONSIBILITIES

- Promotes inclusion strategies in support of broader organizational goals.
- Encourages an environment of collaboration and teamwork.
- Selects, trains, and evaluates employees.
- Completes assigned supervisory training.
- Provides guidance and assists employees in the fulfillment of responsibilities.
- Assigns and directs work; addresses and resolves issues.
- Manages employee performance through meaningful, timely feedback and appraisals.

EDUCATION & EXPERIENCE

- Bachelor's degree in journalism, communications, public relations, marketing, public administration, public affairs, English, or a related field; master's degree preferred.
- 7+ years of progressive experience in public relations or communications. Municipal or public sector experience is highly preferred.
- Proven experience in managing decentralized teams, coordinating multi-departmental projects, or working in a coaching/enabler capacity.
- Three to five years of supervisory or management experience; local government experience preferred.
- Direct experience in crisis communications and emergency public information (FEMA IS-29 public information training).
- An equivalent combination of education and experience that demonstrates the required knowledge, skills, and abilities may be considered.
- Must be able to pass a pre-employment criminal background check, motor vehicle records check, and a drug screen and physical.

KEY RESPONSIBILITIES

Communications, Marketing & Engagement

- Organize and oversee all functions of the Communications, Marketing & Engagement Department, including public information, marketing, digital and print communications, community relations, and brand management.
- Serve as the City's communications advisor on community engagement strategies and manage the City's online presence.
- Establish, implement, and continuously improve departmental policies, procedures, and operational systems.
- Direct the development and execution of strategic communication, media relations, and public engagement plans.
- Oversee content creation, design, and management of the City's website, social media channels, newsletters, publications, and other communication platforms.
- Serve as Editor-in-Chief of *Connection*, the City's monthly newsletter mailed to all households and businesses.
- Review and coordinate communication strategies for City projects, initiatives, and public processes.
- Establish departmental priorities; assign work; monitor progress; and evaluate staff and consultant performance.
- Manage complex service contracts related to marketing, branding, digital services, and engagement technologies.
- Lead and support community engagement activities tied to City initiatives and long-range planning efforts.
- Collaborate across departments

and with partner agencies to ensure consistent and effective communication operations.

- Monitor professional trends, best practices, and emerging technologies in communications and public engagement.
- Prepare and manage the department's annual budget; oversee expenditures and fiscal accountability.
- Respond to inquiries from residents, media representatives, elected officials, and other stakeholders.
- Coordinate with departments, consultants, partner agencies, and legal counsel to ensure compliance with communication standards and messaging requirements.
- Serve as steward of the City's Communications Plan, brand guidelines, and core values.
- Have a commitment to transparency with the community both internally and externally.

Executive & Elected Official Communication Support

- Advise the City Manager, leadership team, and elected officials on communication strategies, messaging, and public perception.
- Prepare and present clear, accurate oral and written reports to the City Council and advisory committees.
- Prepare analytical reports, strategic recommendations, and communication plans for City leadership.
- Act as the chief communications advisor to the Mayor and City Council members, preparing them for public appearances, state-of-the-city addresses, ribbon cuttings, and community town halls.
- Draft speeches, talking points, and official statements for elected officials that translate complex municipal

policies into clear, accessible, and community-focused language.

- Equip elected officials with unified, fact-checked talking points and templates to help them respond directly and accurately to constituent inquiries on social media or via email.
- Maintain a strict, non-partisan boundary between official, taxpayer-funded municipal communications and the personal or political campaign communications of elected officials, ensuring full compliance with state and local ethics laws.
- Coordinate messaging with county, state, and federal elected offices regarding joint initiatives, grant awards, or regional infrastructure projects.

Crisis & Operational Communications

- During emergencies (severe weather, utility outages, public safety incidents), coordinate with departmental spokespersons to ensure immediate, accurate, and localized safety updates reach residents.
- Oversee the City's master social media accounts, website homepage, and mass-notification emergency alert systems.

Media & Community Relations

- Act as the City's primary communications official and spokesperson when designated; coordinate and prepare additional spokespersons as needed.
- Serve as the first point of contact for local and regional journalists; coordinate press conferences and draft official mayoral/administrative statements.
- Monitor community forums and resident sentiment to identify emerging local issues, proactively addressing rumors or misinformation.

KNOWLEDGE, SKILLS, ABILITIES

- Knowledge of principles and practices of public administration, strategic communications, marketing, media relations, brand management, and community engagement.
- Knowledge of local government operations, policies, procedures, and organizational structure.
- Knowledge of crisis and emergency communications, including coordination with public safety agencies.
- Knowledge of Colorado Open Records Act (CORA) and public transparency requirements.
- Knowledge of budget development, organizational management, and departmental policy implementation.
- Knowledge of digital communication tools, social media platforms, engagement software, and website administration.
- Skills in building productive relationships with staff, leadership, elected officials, boards and commissions, media, and the public.
- Skills in communicating complex or sensitive information clearly, professionally, and persuasively.
- Skills in managing multiple priorities and projects in a fast-paced environment.
- Skills in leading, mentoring, and motivating staff while fostering a collaborative team culture.
- Skills in analyzing programs, policies, and operational processes to improve effectiveness.
- Skills in facilitating public meetings, engagement sessions, and community forums.
- Skills in strategic thinking, problem-solving, and adapting to evolving circumstances.
- Skills in using design and communication tools such as Adobe Creative Suite and Microsoft Office.
- Ability to present information confidently and effectively in public settings.
- Ability to develop and implement short- and long-term communication and engagement strategies, adjusting as conditions change.
- Ability to balance diverse departmental needs and manage expectations across the organization.
- Ability to exercise sound judgment and maintain composure in high-pressure or sensitive situations.
- Ability to build and sustain strong relationships with media outlets and community partners.
- Ability to evaluate performance and provide constructive feedback to staff.
- Ability to work independently while contributing as a collaborative member of the leadership team.
- Ability to interpret and communicate policies, procedures, and technical information accurately.
- Ability to handle confidential and sensitive information with discretion and professionalism.

IDEAL CANDIDATE PROFILE

- **Is a key collaborator** in the organization, with a passion for creative storytelling;
- **Has a strong understanding** of branding and visual identity, and can develop and implement consistent communications both internally and externally;
- **Has change management experience** and can lead change through communications strategies;
- **Is a decision maker** who can define roles and responsibilities, provide structure, and strike a balance with leadership and empowering others to take the lead and excel in their own professional, technical, and creative endeavors;
- **Has experience contributing to a senior leadership team** and demonstrated commitment to advancing positive culture change;
- **Is comfortable and experienced** in facilitating community dialogue and ensuring people feel heard;
- **Has experience** leading social media campaigns with the ability to weave media messages together creatively and purposefully;
- **Is comfortable** with the media, crisis communications, and incident management systems;
- **Is willing** to write the press release and teach a Public Works supervisor how to take a clear smartphone photo of a water main repair;
- **Can build strong, collaborative relationships** with Department Heads who may be protective of their operational independence;
- **Can pivot instantly** from a quiet day of writing the annual report to handling an active emergency with calm, clear-headed authority.

WORKING ENVIRONMENT/ PHYSICAL ACTIVITIES

- Most of the essential duties/activities for the position are performed in a standard indoor office environment. Some outdoor work and travel include exposure to adverse weather conditions.
- Long periods of sitting, standing and walking may be required.
- Essential duties include lifting, carrying, pushing, and pulling objects weighing up to 30 pounds; occasional climbing, balancing, stooping, kneeling, bending, crouching, crawling, and twisting while performing various components of the job; frequent reaching and handling to place and retrieve objects; and sufficient vision, verbal, and hearing abilities to complete duties.

COMPENSATION & BENEFITS

\$125,165 to \$156,456/year

Hiring Range

\$125,165 to \$187,748

Salary Range

Starting salary to be commensurate with the qualifications and experience of the successful candidate. The City also offers an attractive benefit package and relocation assistance provided if needed. To learn more, visit www.northglenn.org/jobs.

The City's annual two-day Pirate Festival



ADDITIONAL POSITION INFORMATION

- This position is expected to be available 24/7 as required for job performance.
- This position is a functional working director / manager.
- Performs work using recommended and required personal protective equipment (PPE) as described in the Job Safety Analysis (JSA) for each task.
- Attendance is an essential function of the job.
- This is an exempt position (not eligible for overtime compensation).

MATERIALS/EQUIPMENT USED

- Computer/Word Processing/Scanning Equipment
- Channel 8 Equipment
- Social Media Schedulers
- Emergency Notification Systems (Everbridge, CivicReady, etc.)
- Video/Camera Equipment
- Design Programs (Adobe Creative Suite, Canva, Etc.)
- Website CMS

NECESSARY SPECIAL REQUIREMENTS

Must possess at the time of appointment and maintain a valid motor vehicle operator's license and good driving record.

TEAM NORTHGLENN

The City of Northglenn is committed to creating a diverse, inclusive, and equitable workplace where everyone belongs. We embrace and value the many unique employee experiences, perspectives, and cultural backgrounds that enrich our workplace. The City of Northglenn is dedicated to fostering an environment and community where employees are respected, valued, and empowered.

Employee Vision

Where excellent public service thrives through employee equity, trust, innovation and work-life balance.

Employee Mission

We enrich our community with high-quality city services and a small-town touch. For us, people are the priority – we are responsive, inclusive, and respectful.

Employee Values

*Customer Service Excellence
Inclusivity | Integrity | Accountability |
Respect | Joy*



The Northglenn Justice Center houses the Police Department and Municipal Court.



GOVERNANCE

Northglenn operates a Council-Manager style of government.

This means that Northglenn's residents elect a governing body (known as City Council) that conducts the legislative functions of the City. In turn, the City Manager executes the laws and administers the City's government.

City Council is comprised of the Mayor and eight Council Members. The City has four wards, with two representatives coming from each.

The City Manager, City Clerk, City Attorney and Municipal Judge are appointed by and report to Council.

Northglenn has 11 official boards and commissions, with volunteers appointed by Council.

HOW TO APPLY

To be considered for this career opportunity, apply at www.northglenn.org/jobs.

An online application through the employment page of the City's website is REQUIRED prior to the job posting deadline. A résumé and cover letter must be included with your application. We cannot accept résumés and applications from third-party employment sites such as Indeed.

HIRING TIMELINE DATES SUBJECT TO CHANGE

Accepting Applications:
Aug. 6-20

Application Review:
Aug. 21-Sept. 4

Panel Interviews: Week of Sept. 7 or 14

Final Interviews and Selection:
Week of Sept. 21

Candidate Notification: by Sept. 25

Anticipated Start: Oct. 26



The Northglenn Recreation Center, Senior Center & Theatre

ABOUT NORTHGLENN

About 39,000 residents enjoy small neighborhoods with accessible schools, convenient shopping centers, parks, lakes, open spaces, and outdoor recreation facilities.

The City government's support for community and economic development makes Northglenn a hub of safe neighborhoods and business activity.

The quality of planning, development, services and volunteers creates a distinctive sense of community that is uncommon in many modern cities. Many of the original residents who lived in Northglenn when it incorporated in 1969 are still here.

The community is connected by the well-planned Greenway Trail System. The over 35 miles of off-street walking and biking paths connect with larger trail systems that lead throughout the Denver metro area.

Northglenn is only 15 minutes north of downtown Denver and all of the events and attractions of a major metropolitan city. Go east on Interstate 70 and Denver International Airport is 30 minutes away. Turn to the west and the majestic Rocky Mountains tower over the landscape and are a mere half hour away by car.

Bask in 300 days of sunshine as Northglenn enjoys full seasons of summer, spring, winter, and fall. Thanks to our dry climate, the hot and cold aren't as harsh as in more humid climates.

In 1961, Northglenn was named "the most perfectly planned community in America" by Life Magazine and the National Association of Home Builders. Today, its residents continue to maintain that identity and embrace "the city that pride built."

FAST FACTS

- **Elevation:** 5,460 feet
- **Climate:** Northglenn enjoys a mild, sunny, and semi-arid climate.
- **Median Household Income:**
 - Northglenn: \$84,030
 - County: \$94,571
 - State: \$119,139
- **Public Schools:** Adams 12 Five Star Schools
- **Average July High Temp:** 90°
- **Average Jan. Low Temp:** 19°
- **Households:** ~14,000
- **Average Household Size:** 2.6
- **Median Age:**
 - Northglenn: 34.9
 - Adams County: 34.6
 - State: 37.5

