

City of Madison

Job Description



Title: Director of Operations and Communications

Department: Mayor's Office

FLSA Status: Exempt

Pay Grade: Ungraded

New Position Position Change Effective Date 2/23/2026

The following information is designed to outline the functions and position requirements of this job. It does not identify all tasks that may be expected, nor address the performance standards that must be maintained.

General Position Summary:

Incumbent is responsible for providing high-level strategic and operational leadership across city functions, ensuring alignment with the Mayor's vision, policy priorities, and initiatives. Must demonstrate strong leadership, political acumen, and the ability to manage complex projects and relationships while maintaining a results-oriented focus in a fast-paced, high-profile environment.

Essential Functions/Major Responsibilities:

- Leads and manages the Communications staff, ensuring consistent and effective messaging across all platforms, including weekly newsletter, social media channels, press releases, and all other internal and external communications.
- Serves as the City's Public Information Officer (PIO), acting as the primary spokesperson and point of contact for media and public communications.
- Directs and oversees grant management activities, including identification, application, compliance, and reporting.
- Coordinates with department heads on all contracts to ensure compatibility with City policy and equipment, reduce redundancies, and ensure proper communication between all affected stakeholders.
- Oversees External Affairs, strengthening relationships with community stakeholders, organizations, and partner agencies. Activities include Civic Awareness Academy and special events.
- Supervises the legislative liaison function at both the state and federal levels, ensuring the City's interests are represented and advanced.
- Leverages market data and analysis to guide strategic decision making and enhance City Operations.
- Liaison to outside organizations that provide services to Madison residents (waste management, recycling, telecommunications, utilities, etc.)
- Coordinates closely with department heads on policy development, implementation, and project management, ensuring effective execution and communication of cross-departmental priorities.

Secondary Functions:

- Coordinates with the Department Heads on quality-of-life initiatives.
- Trains and mentors employees
- Performs other related duties as required.

Job Scope:

- Minimal day-to-day directions are provided.
- Management of compliance with federal, state and local law and city-wide policies, and acceptable standards in the field.
- Identify opportunities for the City to grow or develop in a sustainable manner.
- Manage long range operational and strategic planning.

Supervisory Responsibility:

Responsible for management and performance of all personnel in the Mayor's office.

Interpersonal Contacts:

Interfaces with department heads, members of civic organizations, the public and with members of the press, and vendors.

Knowledge, Skills, and Abilities:

- Knowledge of principles and practices of strategic communications, media relations, and public information management, including digital platforms and emerging technologies.
- Knowledge of grant research, application processes, compliance requirements, and financial reporting standards.
- Knowledge of community relations, stakeholder engagement, and external affairs strategies to foster strong partnerships.
- Knowledge of parks and recreation operations, public health considerations, and quality-of-life programming.
- Knowledge of legislative processes at the state and federal levels, including advocacy strategies and policy development.
- Knowledge of market research methods, data analysis, and performance measurement.
- Knowledge of public administration, organizational management, and interdepartmental coordination.
- Skill in leading and supervising communications staff to produce consistent, professional, and impactful messaging across multiple channels.
- Skill in developing competitive grant proposals and managing funded projects to ensure alignment with City priorities and regulatory guidelines.
- Skill in planning, coordinating, and executing public programs, events, and initiatives.
- Skill in monitoring, analyzing, and responding to legislation that impacts municipal operations.
- Skill in applying research findings to support evidence-based decision-making and program development.
- Skill in leading cross-functional teams, managing complex projects, and ensuring timely implementation of initiatives.

- Ability to serve as an effective spokesperson, representing the City with professionalism and credibility in media and public forums.
- Ability to track and evaluate grant opportunities to maximize external funding for City initiatives.
- Ability to build and maintain positive relationships with business leaders, civic organizations, and community groups.
- Ability to collaborate effectively with City employees, advocates, constituents, and stakeholders.
- Ability to work with elected officials and lobbyists to advance the City's legislative agenda.
- Ability to interpret and communicate data insights to inform City policy and operational priorities.
- Ability to develop, interpret, and implement policy with a focus on accountability, efficiency, and measurable results.

Education and/or Experience:

- Bachelor's degree in related field is required.
- Seven (7) years of experience in senior leadership.

Additional Requirements:

- Must maintain a good driving record for city insurance purposes and record may be periodically checked by the city.
- Strong background record required, due to accessibility to city records and frequent interaction with public.

Job Conditions:

- Work in normal office conditions.
- Job requires flexible hours in order to assist the Mayor and his/her schedule, may require additional work hours (with little or no notice).
- Frequent interruptions, some evening meetings, and limited travel are to be expected.
- Occasional outdoor work may be required.

Physical Capabilities:

- This position's physical requirements involve light work exerting up to 20 pounds of force occasionally, and/or up to 10 pounds of force to move objects.
- Must be able to see well enough to read written correspondence and other written reference material.
- Work on computer for extended periods of time.
- Must be able to hear well enough to answer the telephone.
- Must be able to speak clearly to public groups and individuals.

- Must be able to drive vehicle to assist with city errands
- Must possess valid driver's license.

Mayor Approval

Date

Department Head Approval

Date