The Town of Ocean City, MD

Senior Government Communication and Public Affairs Manager

SALARY	$41.50 - $53.34 Hourly $86,320.00 - $110,937.00 Annually	**LOCATION**	Ocean City, MD
JOB TYPE	Full-Time	**JOB NUMBER**	202100478
DEPARTMENT	City Manager's Office	**DIVISION**	CITY MANAGER
OPENING DATE	11/09/2026		

Job Summary

SUMMARY

The Senior Government Communications & Public Affairs Manager serves as the Town of Ocean City's senior communications strategist for municipal government, responsible for developing, coordinating and implementing comprehensive communications strategies that support the City Manager, Mayor and City Council, Town departments and the organization as a whole. Reporting directly to the City Manager, the Senior Manager provides strategic communications counsel to executive leadership on matters of public policy, community interest, media attention and organizational reputation. The Senior Manager works proactively with Town leadership and departments to identify emerging issues, evaluate potential public and media impacts, develop communications strategies and ensure information is communicated accurately, consistently and effectively. The position is intended to strengthen transparency, public understanding and confidence in Town government by moving municipal communications from a primarily reactive function to a proactive, coordinated and strategic communications model.

Job Duties

ESSENTIAL DUTIES & RESPONSIBILITIES

- Serve as the Town’s senior government communications advisor, providing strategic counsel to the City Manager, Mayor and City Council, Department Directors and other senior leadership on matters involving public policy, community interest, media attention, organizational reputation and public response.
- Develop and lead the Town's government communications and public affairs strategy, including an annual strategic communications plan aligned with Town priorities and City Council goals and communications strategies for major initiatives, policy decisions, capital projects, organizational changes and other matters of significant public interest. Anticipate emerging issues and recommend appropriate messaging, timing, audiences, communications channels and spokespersons.
- Serve as a primary spokesperson and media relations resource for the Town, maintaining relationships with local, regional and national media; coordinating media inquiries, interviews, news conferences and media events. Attends all meetings of the Mayor and City Council, and provides media preparation and communications guidance to elected officials, Department Directors and designated spokespersons.

- Direct the development and coordination of government public information, including news releases, media advisories, official statements, talking points, FAQs, public notices, presentations, executive communications and other materials designed to clearly communicate Town policies, programs, services and decisions.
- Lead communications strategy for complex, sensitive and high-profile issues, monitoring media coverage, community concerns and emerging issues; identifying potential communications or reputational risks; addressing misinformation or information gaps; and developing proactive strategies that promote transparency and public understanding.
- As senior Public Information Officer when the Joint Information Center is activated, lead and coordinate citywide crisis and emergency communications in cooperation with the City Manager, Emergency Services, Police, Fire and other appropriate departments. Maintain Town-wide crisis communications protocols and coordinate with departmental PIOs to ensure public information is timely, accurate and consistent during significant incidents and emergencies.
- Provide strategic leadership and coordination for the Town's government communications functions, convening and coordinating departmental PIOs and communications personnel, establishing citywide communications standards and best practices, and promoting consistency while respecting the operational authority and subject-matter expertise of individual departments.
- Collaborate across Town departments and communications functions, including Police, Fire, Emergency Services, Tourism, Special Events, Human Resources and others on matters requiring coordinated communications. Work closely with the Government Relations Manager on communications involving the Mayor and City Council, legislative matters and other areas of shared responsibility, and partner with the Director of Destination Marketing & Communications when government issues intersect with tourism, destination reputation or visitor communications.
- Coordinate the effective distribution of government information across Town-owned communications platforms, working with appropriate staff responsible for digital, website, social media, television and other public information channels.
- Perform other duties and special communications assignments as directed by the City Manager.

Minimum Qualifications

EDUCATION & EXPERIENCE REQUIREMENTS

- Bachelors' Degree (B.A. or B.S.) from a four-year accredited college or university with major coursework in communications, public relations, journalism, public administration, marketing or a closely related field.
- Minimum of eight years of progressively responsible professional experience in communications, public relations, public affairs, journalism, government communications or a closely related field.
- Significant experience providing strategic communications counsel to executive leadership and managing complex or high-profile communications issues.
- Demonstrated experience in media relations, crisis communications, issues management and public information.
- Government or public-sector communications experience strongly preferred.
- Supervisory or organizational leadership experience preferred.

Supplemental Information

KNOWLEDGE, SKILLS & ABILITIES

• Exceptional written and verbal communication skills and demonstrated ability to communicate complex or sensitive information clearly and effectively.

• Thorough knowledge of strategic communications, media relations, public affairs, crisis communications and issues management principles and practices.

• Ability to assess complex and sensitive situations and provide sound communications advice to executive leadership.

• Ability to anticipate potential public, media and reputational implications of organizational decisions.

• Ability to exercise sound judgment and discretion when handling confidential, sensitive or politically complex matters.

• Ability to work effectively with elected officials, executive leadership, department directors, public-safety personnel, employees, media representatives and community stakeholders.
• Ability to work effectively under pressure and respond to rapidly developing situations outside normal business hours when necessary.

SUPERVISORY RESPONSIBILITIES

Directly supervises one direct report and carries out supervisory responsibilities in accordance with Town policies and procedures, including assigning and directing work, evaluating performance, supporting professional development and recommending personnel actions as appropriate. The Director also provides strategic leadership and coordination for the Town's broader government communications function, working closely with the Government Relations Manager and departmental Public Information Officers, including Police and Fire, to promote timely, accurate and consistent communication across the organization. While these positions remain within their respective reporting structures, the Director serves as the central coordinating resource for citywide communications strategy, major Town initiatives, emerging issues, crisis communications and matters requiring a unified Town message.

Employer
The Town of Ocean City, MD

Address
301 Baltimore Ave

Ocean City, Maryland, 21842

Phone
(410) 289-8970

Website
https://oceancitymd.gov/oc/

Senior Government Communication and Public Affairs Manager Supplemental Questionnaire

*QUESTION 1

Do you possess a Bachelors' Degree (B.A. or B.S.) from a four-year accredited college or university with major coursework in communications, public relations, journalism, public administration, marketing or a closely related field?

- ◯ Yes
- ◯ No

*QUESTION 2

Do you possess a minimum of eight years of progressively responsible professional experience in communications, public relations, public affairs, journalism, government communications or a closely related field?

- ◯ Yes
- ◯ No

* Required Question