



Communications and Outreach Director Job Posting Michigan Independent Citizens Redistricting Commission

Date Posted: Monday, October 5, 2020

Applications Due: Monday, October 26, 2020 no later than 5:00pm.

Background:

Every 10 years following the U.S. Census, district lines for political offices must be redrawn in states across the country to accurately reflect their population. In Michigan, a randomly selected commission of citizens is responsible for drawing U.S. Congressional and Michigan State House and Senate district lines. Voters amended the state constitution in the November 2018 general election to make citizens — not legislators or special interests — responsible for drawing district lines (called “redistricting”). The commission is composed of 13 randomly selected Michigan registered voters: four who affiliate with the Democratic Party, four who affiliate with the Republican Party, and five who do not affiliate with either major political party.

In September 2020, the randomly-selected Commission convened for the first time and voted to proceed with their first hire for an Communications Director of the Commission. The Communications Director will assist the Commission in all of their duties as they embark on a new process involving new redistricting criteria and requiring transparency and public engagement throughout the map drawing process. Final maps must be completed and approved by November 1, 2021.

General Position Description and Responsibilities:

At the direction of the Commission and with guidance and oversight from the Executive Director and legal counsel, the Communications Director is responsible for serving as the director and manager of Commission communications with the media and the public at large.

This individual will be an additional public servant and face for the citizen redistricting process, and accordingly must exhibit the highest standards of excellence, integrity, and nonpartisan commitment. As the staff spokesperson for the Commission, the Communications Director will support the work of the Commission and help facilitate meaningful and transparent engagement with the media and the public. The ideal candidate is a strong spokesperson and leader with excellent interpersonal and writing skills, public speaking experience, and substantial knowledge of media and politics in Michigan.

The responsibilities of the Communications Director will include the following:

- Develop, create and manage a public information campaign and program to meaningfully engage various audiences in the work of the Commission, including the media and general public; and organize public hearings.
- Consult and advise the Commission and Executive Director on potential media issues and topic areas.



- Draft and edit press releases, public-facing emails, and other Commission materials for distribution to groups, email lists, and the press corps.
- Schedule and coordinate media interviews.
- Create messaging guidance and content direction for the Commission's website, social media accounts, public meetings and public educational materials.
- Facilitate positive community and media relations with the public on behalf of the Commission.
- Field and respond to media inquiries, and build positive interactions and relations with members of the media.
- Create and implement an external communications strategy in coordination with other Commission staff.

Qualifications:

The Communications Director must demonstrate capacity for high-level analysis and proactive strategy for communications issues associated with the Commission and the redistricting process more broadly. These qualifications include:

- Minimum 5 years professional experience in communications or public relations.
- Ability to communicate effectively with various stakeholders and constituencies, including strong written and verbal communication skills.
- Experience drafting and preparing press releases, talking points and briefings.
- Demonstrated ability and experience in proactive media planning and message development to diverse set of stakeholders and constituencies.

Desired Skills and Abilities:

It is expected that the Communications Director will be highly competent, organized and experienced professional. This skillset includes:

- Ability to manage complex projects and issues with overlapping, competing, or evolving priorities.
- Experience working with politically- and socially-controversial topics and environments.
- Experience working with constituency-based media sources for diverse racial and ethnic communities and stakeholders.
- Experience managing staff and/or media consultants or contractors on designated public information or media campaigns.
- Experience working with a wide range of stakeholders, media members and constituency groups with positive professionalism.
- Familiarity with Open Meetings Act meetings and requirements.
- Demonstrated familiarity with communities of interest as defined by Michigan's Constitution as defined by Section 15c.



Additional information:

This position is a limited-term hire of 1.5-2 years. After the completion of the mapping process by the year 2022, the Commission will evaluate whether to renew a contract for Communications Director or if the responsibilities of the role are no longer required.

Article IV Sec. 6 (4) of the Michigan Constitution states, “The commission shall have procurement and contracting authority and may hire staff and consultants for the purposes of this section, including legal representation.”

Accordingly, the Michigan Department of State will collect applications for presentation to the Michigan Independent Citizens Redistricting Commission. The Commission is fully autonomous and will review, interview, and select the Communications Director. The Department of State will not review, score, or select applicants. Employees of the Commission will serve at the pleasure of the Commission.

Finally, Article IV Sec. 6 (11) of the Constitution states, “The commission, its members, staff, attorneys, and consultants shall not discuss redistricting matters with members of the public outside of an open meeting of the commission, except that a commissioner may communicate about redistricting matters with members of the public to gain information relevant to the performance of his or her duties if such communication occurs (a) in writing or (b) at a previously publicly noticed forum or town hall open to the general public.” Individuals interested in serving as the Communications Director should be aware of compliance with this guidance.

Work Location:

Position location flexible in the immediate term due to the uncertainty presented by the COVID-19 pandemic. Frequent travel will likely be required.

Salary range: Approximately \$97,645 - \$132,749

Contact Information:

All inquiries should be sent to Michigan Department of State. To apply, please email your resume, cover letter, and supplemental question responses to Redistricting@Michigan.gov with the subject line “Communications Director Application.”

Supplemental Questions:

1. How many years of professional experience do you have in communications, public relations, and media relations?
 - none
 - 1 -4years
 - 5-9 years
 - 10 or more years
2. Describe your experience working in an executive level position.



3. Describe your approach to communication strategy and development, and how you have implemented this approach in your current/previous position.
4. How many years of experience do you have developing strategic communications and outreach programs, including for diverse set of stakeholders and constituencies?
 - none
 - 1-4 years
 - 5-9 years
 - 10 or more years
5. Describe your experience with community-level engagement, outreach and education.

Equal Opportunity Statement

The Commission will provide equal employment opportunity for all persons regardless of race, religion, color, sex, sexual orientation, height, weight, marital status, partisan considerations, national origin, age, genetic information or disability that is unrelated to the person's ability to perform the job. The Commission is committed to promoting equal employment opportunity by employing and advancing persons based on merit, ability, and potential for development.