



Announcement No. 26-009

May 13, 2026

COMMUNICATIONS SPECIALIST COMMUNICATIONS & STRATEGIC INITIATIVES DEPARTMENT

The Communications Specialist supports the implementation of the City's communications and strategic initiatives, ensuring accurate, timely, and consistent public information across all platforms. This position works under the direction of the Director of Communications & Strategic Initiatives to execute communication strategies, support public engagement efforts, and enhance transparency related to City services, projects, and priorities. The role contributes to advancing the City's Strategic Action Plan (SAP) and Objectives & Key Results (OKRs) through coordinated messaging, content development, and cross-departmental collaboration. Supports the Director and City leadership by assisting in the development and execution of communication strategies. Employees in this class have frequent contact with the public and answer a variety of questions requiring knowledge of City and departmental news, events, programs, and information.

This position is eligible for a flexible/hybrid work schedule, allowing for a combination of in-office and remote work based on operational needs and supervisor approval.

The expected hiring range is \$62,110.14 - \$68,862.62 DOE (the full salary range is \$62,110.14–\$81,787.19). Amazing benefits package includes the following: Defined benefit pension & deferred 457 (4% automatic contribution, plus additional 6% match). 12 paid holidays, 3 types of paid time off banks, health insurance, health savings account, health care savings plan, life insurance, dental & vision insurance.

Required Knowledge, Skills, Abilities and Minimum Qualifications:

The requirements listed below are representative of the knowledge, skills, abilities and minimum qualifications necessary to perform the essential functions of the position. Reasonable accommodations may be made to enable individuals with disabilities to perform the job.

Education, Training and Experience:

- ✓ Bachelor's Degree in Communications, Marketing, Journalism or Business Administration or a related field.
- ✓ A minimum of three to five years of relevant experience, including experience in marketing and communications, public information, graphic design or related field.
- ✓ Thorough knowledge of office practices, systems, procedures and equipment, including but not limited to copy machines, multi-line phone systems, e-mail and internet use.
- ✓ Working knowledge of basic office procedures.
- ✓ Knowledge and ability to use a personal computer to prepare reports, maintain records, search for and compile data.
- ✓ Proficient with Canva, social media, e-mail marketing software, and website content management systems.

Licensing and Other Requirements:

- ✓ Must reside in and maintain principal residence within 30 miles from the nearest city limit, within twelve months of hire.

TO BE CONSIDERED, CANDIDATES MUST SUBMIT A COMPLETED APPLICATION to the City of Traverse City, Human Resources Office, 400 Boardman Avenue, Traverse City, MI 49684 or via email to jobs@traversecitymi.gov. Application can be found at www.traversecitymi.gov/jobs/

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