



CLEARWATER

BRIGHT AND BEAUTIFUL • BAY TO BEACH

THE CITY OF CLEARWATER, FLORIDA,
HUMAN RESOURCES DEPARTMENT
INVITES YOUR INTEREST IN THE POSITION OF

PUBLIC COMMUNICATIONS DIRECTOR

OUR VISION

A community that thrives from Bay to Beach.

OUR MISSION

Clearwater is committed to quality, sustainable, cost-effective municipal services that foster and sustain a healthy residential and economic environment.

Clearwater proudly celebrates the quality of our experiences, spirit and opportunities.

Jennifer Poirrier, City Manager



COMMUNITY BACKGROUND

The city of Clearwater extends from the gulf on the west side of the state to the expansive Tampa Bay on the east. It is a semi-tropical community of great natural resources and beauty, diversity of housing, an abundance of recreational opportunities of all kinds, in a safe and accessible environment.

From relaxing on our world-acclaimed, white sandy beaches to boating, dolphin watching to fishing, cheering on the Philadelphia Phillies during spring training to attending theater and concert events at Ruth Eckerd Hall, the Bilheimer Capitol Theatre or The BayCare Sound at Coachman Park, Clearwater offers a lifestyle for everyone. No better location can be found which places more of an emphasis on integrating career, community and lifestyle than the city of Clearwater.

Clearwater's quality of life is reflective of the people who live in it. Our vital, growing city has an active population of more than 120,000 residents who are accustomed to high-quality services and resources, and who are active partners with the city through numerous neighborhood and community programs.

THE ORGANIZATION

The Public Communications Department helps keep Clearwater's residents, neighborhoods, businesses, employees, and visitors informed and involved. The goal is to build trust through open, honest and regular communication while encouraging strong community engagement.

The city of Clearwater is experiencing an exciting period of growth, redevelopment, and urban renaissance, creating a unique opportunity for an innovative Public Communications Director to help shape and share the city's story. This leader will play a key role in advancing Clearwater's brand, promoting transformative initiatives, and communicating the vision and strategic vision of the city's continued growth and revitalization.

This highly responsible senior executive leadership position will develop strong relationships, execute strategies for a positive public image, and research public opinion and general communications.



THE POSITION

The city is seeking an experienced, responsive leader with exceptional strategic vision and professional communications experience to serve as the Public Communications Director.

Under the direction of the City Manager's Office, the Public Communications Director will lead the city's Public Communications Department and oversee a management framework that supports Clearwater's strategic vision in a sustainable and forward-thinking manner. This executive leader will provide direction, guidance, and leadership to department staff while fostering a culture of accountability, collaboration, and innovation.

The director will develop and maintain a departmental strategic plan aligned with the city's overall goals and work closely with the Senior Executive Team to ensure departmental operations, policies, and initiatives support the city's mission, charter, and long-term objectives.

The role also includes coordinating with external stakeholders, participating in both short- and long-term strategic planning efforts, and ensuring the accuracy and professionalism of reports, presentations, and communications provided to City Council and advisory boards. Additionally, the director will oversee departmental administration, including budgeting, personnel management, public records, project planning, resource allocation, and performance management, while ensuring efficient operations and high-quality service delivery across the organization.

The Public Communications Director will attend and engage in all meetings of the City Council as well as various meetings including interdepartmental, intergovernmental, various board and committee meetings, and civic group meetings.

The successful Public Communications Director candidate will have a track record of effectively leading competent staff, communicating a clear vision of service excellence, holding themselves and direct reports accountable, and committing to and supporting the organizational and community goals established by the City Council in the strategic plan.

The successful candidate will be proficient in effectively listening and communicating with diverse stakeholders, balancing competing interests, finding effective solutions to challenges, and managing complex projects involving sensitive, significant, and sometimes controversial aspects.



EDUCATION AND EXPERIENCE

Bachelor's degree in Journalism, Business Administration, Marketing, Advertising, Public Relations, or related field and eight (8) years of professional-level communications management experience; or an equivalent combination of education, training, and experience may be considered.

COMPENSATION

The target entry salary range for this position is \$129,144 – \$167,888, depending on qualifications. The city of Clearwater will provide the Public Communications Director with a highly competitive benefits package.

HOW TO APPLY

Individuals interested in pursuing this career opportunity can apply online at MyClearwater.com/Jobs.

Candidates are encouraged to submit resumes and the names and telephone numbers of three (3) professional references and submit them with the application.

The position is open until filled. The first review date of applications will be June 12, 2026.

CLEARWATER HUMAN RESOURCES DEPARTMENT

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For more information, visit the city's website at MyClearwater.com.