



NOW HIRING FOR DIRECTOR OF COMMUNICATIONS

Seeking Candidates with Experience in:
**Communications, Marketing, Public Relations,
Journalism, Economic Development,
and/or related fields**

with a minimum of:

- Bachelor's Degree in relevant program
- 5-7 years of relevant career experience



YOUR ROLE

As the **Director of Communications** with Lancaster City Alliance, you are the storyteller and brand architect behind the thriving city of Lancaster. You'll lead efforts to craft and amplify the narrative of a flourishing city, blending innovation and inclusivity to connect diverse audiences. From strategic campaigns to media engagement, your work will elevate Lancaster's profile as a model for economic development and community transformation.

This isn't just a job—it's a mission to inspire confidence and drive collaboration to build a vibrant and equitable future. Be the force that energizes the brand of a city on the rise.

WHY GROW YOUR CAREER IN LANCASTER?

Lancaster, PA isn't just on the map; it's making waves on it. Consistently ranked as one of the best places to live and visit in the U.S., Lancaster city delivers a unique blend: it's a small city packing a big-city punch. It's urban but grounded, historic yet fiercely modern, and above all, it's progressive, dynamic, diverse, and genuinely welcoming. It's the place to be young, raise a family, and age in place, all at once.

- **Historical Meets Hip:** Dive into a cityscape where cutting-edge culture and historic architecture collide.
- **Central Hub:** Positioned perfectly, it's a quick jaunt from Philly, NYC, and Baltimore, yet stands confidently on its own.
- **A Foodie's Paradise:** Delight your palate with a vibrant mix of world cuisines, farm-to-table fare, and some of Pennsylvania's most awarded fine dining.
- **So much to see and do:** Eclectic indie retail shops, world-class arts & culture, and unique entertainment venues create dynamic adventures for people of all ages.

ABOUT US

With an emphasis on community & economic development, Lancaster City Alliance is a non-profit organization that cultivates partnerships to ensure the city is a clean, safe, and vibrant place for all.

OUR VISION

Lancaster City flourishes and everyone shares in its success.

Join the ride, amplify the vibe.

Dive into the role's specifics by exploring the attached Job Description.
Make your first move by sending us your resume with a cover letter to the email below.
We can't wait to hear from you!



LancasterCityAlliance.org



jobs@teamlanc.org



Job Description: **Director of Communications**

Position Reports to: President

Position Type: FTE 1 (40 hours/week)

About Lancaster City Alliance

Lancaster City Alliance (“LCA”) is a private non-profit organization focused on community and economic development for the City of Lancaster, PA with a winning aspiration of a flourishing city where everyone shares in its success. LCA harnesses the power of the private and public sectors, holds a reputation as trusted stewards, and leverages a broad network of engaged leaders with expansive influence to ensure that Lancaster is safe, vibrant, and economically healthy. LCA also manages the City’s economic development strategic plan, [Building On Strength](#), as well as two public authorities for the continued equitable growth of the entire City, including its many diverse neighborhoods. For more information on LCA and the City of Lancaster, please visit lancastercityalliance.org.

Role Overview

The Director of Communications is responsible for the development and execution of annual comprehensive communication strategies and budgets aligned with organizational goals, including but not limited to public relations, media outreach, content creation, signature events and brand management of Lancaster City Alliance (LCA) and the organization’s contracted services for the public authorities consisting of the [Lancaster City Revitalization & Improvement Zone \(CRIZ\) Authority](#) and the [Lancaster Downtown Investment District \(DID\) Authority](#).

General Responsibilities and Essential Functions

- Provide leadership of creative and communicative efforts of LCA and the public authorities (CRIZ/DID) administered through LCA by directing a team of dynamic individuals including management of the Community Engagement Manager, Social Media and Engagement Manager and LCA marketing agencies of record; as well as lead a group of civic and corporate volunteers serving on LCA’s Marketing Executive Leadership Team.
- Through the work of the Marketing Executive Leadership Team, develop and lead strategic programs to further the priorities of Strategy Three, “Leveraging the Brand: Marketing Lancaster City,” of the *Building On Strength Economic Development Strategic Plan for the City of Lancaster*.
- Serve as Lancaster City Alliance’s Public Information Officer as the contact point with the media and responds to requests for information and coordinates appearances by LCA leaders on behalf of LCA/CRIZ/DID, and serving as spokesperson, where appropriate.
- Collaborate directly with the Executive Team (President and Directors) to ensure quality and comprehensive materials to drive successful development efforts of the organization including grant proposals, written solicitation materials for annual fundraising campaigns and follow-up correspondence.
- Direct content and production management of newsletters, social media, and other forms of printed and electronic communication to enhance the awareness, image, and active support of LCA/CRIZ/DID, including the development of materials and content for presentations, conferences, and public meetings.
- Maintain LCA website and produces media releases promoting LCA/CRIZ/DID programs, events, services, and milestones.

- Establish annual goal to increase publicity return on investment, measured by media tracking valuation systems. Prepare regular media relations reports for LCA Board of Directors, DID Board of Directors and LCA funders reflecting accomplishments relative to goals.
- Develop and monitor perceptions of the LCA and Lancaster City by using tactics including, but not limited to, general opinion surveys, interviews with community leaders, spot-polling and focus groups.

Experience/Skills Required

- Bachelor's degree in communications, marketing, public relations, journalism, or a related field required. Master's degree a plus.
- At least 5-7 years of experience in a senior communications or marketing role, ideally within an economic development agency, urban planning, or a non-profit environment including press relations.
- Adeptness at internal communication and team management; keeping staff, volunteers, and board members aligned and informed.
- Experience leading multi-channel marketing campaigns, including digital, social media, email, and print marketing.
- Experience engaging with diverse stakeholders, such as government officials, business leaders, media, and community members.
- Strong writing, public speaking, and presentation skills, with the ability to effectively communicate complex topics in a way that resonates with different audiences, including funders, the media, and the community with the ability to represent the organization in public forums, media interviews, and during stakeholder presentations.
- Experience in development, including the ability to support fundraising efforts through campaigns, donor communications, and storytelling.
- Word processing ability, intermediate desktop publishing ability. Some familiarity with visual content creation, including knowledge of Adobe Creative Suite, Canva, or similar design tools, for branding and promotional materials a plus.
- Ability to use analytics tools to measure the effectiveness of communications campaigns and adapt strategies based on data insights. This includes web traffic, social media engagement, and email open rates.

Important Organizational Culture Attributes

- Passion for urban development sharing the organization's commitment to urban revitalization, economic development, and inclusive community growth.
- Commitment to Diversity, Equity, and Inclusion (DEI), demonstrating a deep understanding of DEI principles, especially when crafting messaging that speaks to and includes all community stakeholders.

Benefits At A Glance

Lancaster City Alliance, through sponsor Penn Medicine Lancaster General Health, offers the following benefits to employees:

- Paid Time Off and Paid Holidays
- Health, Dental and Vision Coverage
- Short-Term and Long-Term Disability
- Retirement Savings Account with Company Matching