



City of Missoula Communications Specialist

SALARY	\$33.94 - \$38.13 Hourly	LOCATION	Missoula, Montana
JOB TYPE	Regular, Full-Time	JOB NUMBER	00748
DEPARTMENT	Police Department Civilian	OPENING DATE	09/10/2026

Overview

Help Shape the Conversation. Strengthen Community Trust. Make an Impact.

The Communications Specialist position offers a unique opportunity to use the power of communication to strengthen relationships between the Police Department, its employees, the media, and the community it serves. This is more than a communications role—it's a chance to help tell the department's story, make important information accessible and engaging, and build meaningful connections with people across the community.

As a key communications leader, you will have the opportunity to develop innovative strategies and creative content across media relations, social media, digital communications, public engagement, community outreach, recruitment, and education. You'll work alongside department and City leaders, communication professionals, community partners, and news organizations to ensure that information is accurate, timely, transparent, and meaningful.

We're looking for a creative and strategic communicator who can move comfortably from developing a communications campaign to coaching a colleague, engaging with residents at a community event, responding to media inquiries, creating compelling digital content, or helping communicate during an emergency. The ideal candidate is someone who can see the big picture while paying close attention to the details—and who understands that effective public communication is built on trust, accessibility, collaboration, and listening.

This position provides the opportunity to lead innovative communication efforts, mentor others, influence how information is shared, and help create a positive digital and community presence for the department. If you're passionate about public service, thrive in a collaborative environment, and want your communication skills to make a tangible difference in the community, we invite you to bring your ideas, creativity, and expertise to our team.

Screening of applications will begin on Tuesday, September 29, 2026. Applicants applying on or after this date will only be considered if a competitive applicant pool is not received.

To Apply: All applicants must submit a [City of Missoula Application](#).

Resumes will not be reviewed. All details should be entered on the application.

Starting Pay:

New hires start within our entry-to-market range, depending on experience and qualifications.

The starting range for the position is \$33.94 - \$38.13/hour and will increase each year for longevity and cost of living

adjustments.

Full Pay Range:

Each position also has a full wage range that reflects potential growth over time, including annual increases for longevity and cost-of-living.

The full range for the position is \$33.94 - \$40.41/hour.

Essential Functions

- Develop and maintain positive relationships between department and news professionals by soliciting news coverage of projects, initiatives, programs, and events; respond to inquiries; arrange interviews and appearances, provide background, etc.; and plan and manage logistics and informational materials for media events.
- Create and implement regular informational and educational pushes to various media outlets, social media platforms, website updates, newsletters, and other department/City partners.
- Provide media coaching and social media training and guidance for the department and other city staff.
- Serve as a mentor to various department and City communication professionals.
- Oversee a positive digital presence by improving the presentation of public information and department visions, goals, and objectives, including graphics for the website, presentations, and social media platforms.
- Coordinate and maintain public information, logistical, and/or marketing materials for various projects, programs, and events by developing various project templates, digital media (video & photos), website and social media content, newsletters, brochures, reports, and other digital and print media; create, design, and purchase various commercial printing and media advertising materials.
- Create and distribute press releases, public service announcements, correspondence, and other media materials; write articles for in-city and private sector periodicals.
- Produce, maintain, and archive website and intranet content for various projects, initiatives, and information demonstrating the goals and benefits of the department and the City's strategic plan for the community.
- Assist with department recruitment and employment media campaigns.
- Generate content and deliver program communications, reports, presentations, educational and outreach materials, and other various content to meet the needs of the department.
- Develop and maintain standardized communication and education materials for the department, including informational and marketing materials, board memos, correspondence, project presentations, public-friendly summary minutes, etc.; manage a comprehensive signage program for all projects.
- Lead and manage efforts to engage the public in various department and city-wide projects, programs, activities, and events, including developing outreach and education programs to provide information, promote community engagement, and advocate for adopted City and departmental goals and initiatives.
- Create and manage Engage Missoula content, including responses to project questions and comments received through Engage Missoula; serve as an administrator for Engage Missoula.
- Collaborate with other City communication professionals to participate in the development and implementation of a strategic Communications Plan and other strategic planning efforts to convey the City's vision, plans, activities, etc.
- Provide recommendations for policies, procedures, and objectives for department media relations to ensure cohesive and accurate department and city-wide communications.
- Communicate with department staff regarding the local, state, regional, and national trends relative to departmental missions, programs, and projects.
- Monitor and evaluate effectiveness of marketing strategies for the department; design and implement public opinion surveys to collect and analyze public comment on various department projects and initiatives; manage email marketing content, including list management.
- Serve as liaison to the City Council, neighborhood councils, and other City departments and community entities by conducting outreach and presenting information and status updates on various aspects of department-specific projects and programs; serve as a member of the City/County disaster information team to provide communication support for city-wide emergency issues.

- Lead and manage the public presence of the department and City through community outreach events, such as tabling at public events, presentations to neighborhoods, civic, and various other community groups.
- Perform other duties as assigned, based on training and qualifications.

Knowledge, Skills and Abilities

- Knowledge of communication principles, practices, strategies, and tools, including news media/reporting, professional website and social media etiquette, public engagement, public relations, etc.
- Knowledge of, and the ability to implement, public opinion research techniques.
- Knowledge of community engagement, equity, and inclusion concepts, procedures, and practices.
- Knowledge of sustainable development and balance among environment, economy, and equity.
- Knowledge of the various learning methods and how people consume information for the appropriate development of communication, education, and outreach materials.
- Knowledge of and the ability to promote departmental safety considerations, City safety policies, and the Americans for Disabilities Act.
- Skill in utilizing various computer software and databases, including Microsoft 365, social media, website technology, digital communication tools, graphic design software, etc., with the ability to learn job-specific applications and equipment.
- Skill in website and social media content development.
- Skill in marketing and creating communication materials for various projects, programs, events, etc.
- Skill in developing various digital and printed materials using professional writing and graphic design tools.
- Skill in managing and/or coordinating multiple projects and prioritizing tasks with shifting priorities and timeline demands.
- Skill in organization, time management, and prioritizing with the proven ability to have keen attention to detail and accuracy in performing work with adherence to strict deadlines.
- Skill in public speaking, with the ability to present information to a variety of diverse groups, individuals, and in varied situations, while facilitating outcomes and maintaining a calm demeanor.
- Skill in identifying varying viewpoints to assist in building alignment of diverse perspectives to achieve positive outcomes.
- Skill in communicating, in person and in writing, with the proven ability to establish and maintain positive working relationships with people of diverse identities, perspectives, and cultural backgrounds, including the news media.
- Ability to recognize confidential and sensitive information and maintain and exhibit integrity and discretion.
- Ability to lead and train staff in social media protocols and various other communications standards/etiquette.
- Ability to recognize less engaged and disengaged diverse constituent groups and facilitate engagement.
- Ability to research, analyze, and provide solutions to various situations.
- Ability to coordinate staff and volunteers for specific communication projects and programs.
- Ability to maintain current knowledge, developments, and trends related to specific areas of focus and/or assigned projects.
- Ability to participate and/or provide direction in a community-focused, team-oriented environment, contributing to a variety of projects, while collaborating in support of departmental and City objectives.
- Ability to resolve conflicts and manage stressful, controversial, and/or emotionally charged situations and facilitate outcomes while maintaining a calm demeanor.
- Ability to learn City and departmental policies, procedures, and practices, including communications standards.

Working Conditions:

- Position may require schedule flexibility to accommodate meetings and/or events outside of regular hours.

Qualifications and Additional Application Materials

- Any combination of education and experience equivalent to seven (7) years of professional experience in journalism, communications, public information, education, or another relevant field.
- Experience with print, digital, and broadcast media, preferred.

The City of Missoula does not sponsor employment visas (e.g., F-1, H-1B, TM). Applicants must be authorized to work in the United States on a full-time basis at the time of application.

Employer

City of Missoula

Address

435 Ryman Street
Human Resources
Missoula, Montana, 59802

Phone

406-552-6130

Website

<https://www.ci.missoula.mt.us/>

Communications Specialist Supplemental Questionnaire

***QUESTION 1**

Please describe any previous experience in writing, editing, and copywriting.

***QUESTION 2**

Please describe your proficiency with MS Office and familiarity with design software (PhotoShop, InDesign, etc.).

***QUESTION 3**

Please describe your experience in collaborating with marketing, public relations, and other areas.

* Required Question