



Director of Communications City of Peachtree Corners, Georgia

Overview. The City of Peachtree Corners, a northern suburb of metro Atlanta, Georgia, has initiated an executive search for a Director of Communications. The Chason Group has been retained to assist the City Manager with the talent search.

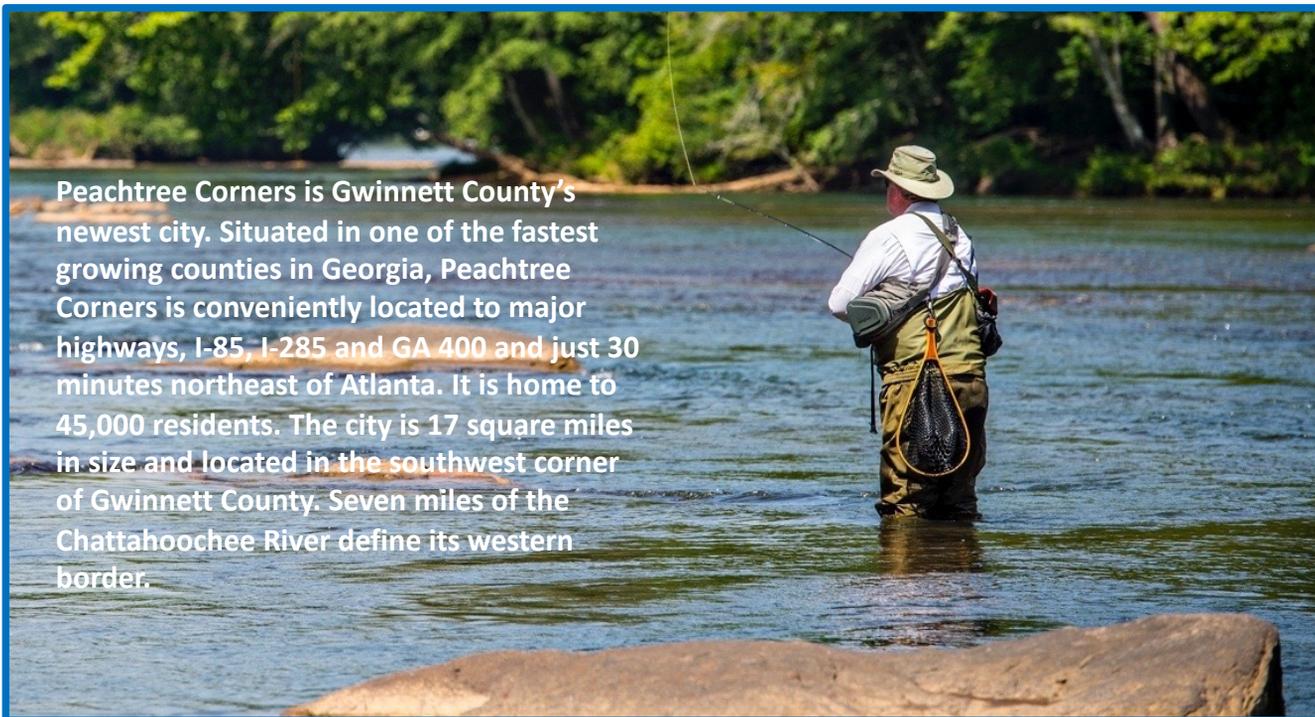
About the City of Peachtree Corners, Georgia. Incorporated in July 2012, Peachtree Corners is an active, family-oriented city. Residents enjoy a variety of living lifestyles from riverfront homes, swim-tennis communities, townhome, apartment, and senior living choices. Seven miles of the Chattahoochee River define its western border. Residents have access to fishing, boating, and other recreational activities at one of the four public parks located on the river. Families have exceptional education choices from excellent public schools to private and parochial schools. The city is also within an hour's drive of a number of post-secondary institutions. Its 21-acre Town Center is a popular gathering place for this city of 45,000, with restaurants, shops, and a 2+ acre Town Green event lawn which hosts live outdoor concerts and seasonal events. The city's landmark bridge, located near the main entrance to the Town Center, guides pedestrians over Peachtree Parkway and connects with the city's multi-use trail system. Peachtree Corners is Gwinnett County's newest and largest city with a thriving business community. Its technology-related businesses drive the city's economic growth and is

the headquarters for numerous technology, life science, and IT services companies. It is also regional headquarters of large, national, and international companies including Siemens, Comcast and Amazon.

City of Peachtree Corners' Government. Peachtree Corners is organized under a council-manager form of municipal government which combines the strong political leadership of elected officials with the strong managerial experience of an appointed city manager. As the governing body of the city, the city council sets policy, approves the financing of all city operations, enacts local ordinances, and develops an overall vision. Their responsibilities also include appointing the city manager as well as members of various boards and commissions. The city council is chaired by the mayor who is elected at-large and consists of six councilmembers – three who represent geographical districts and three who are elected at-large. The mayor and councilmembers serve staggered four-year terms. The city manager is the chief executive officer of the city, responsible to city council for the management of all city affairs. As such, he administers the policy and strategic decisions made by the city council and oversees the day-to-day operations of city government. It is the city manager's responsibility to ensure that all city services are delivered in an efficient and cost-effective manner and to provide leadership to the city organization.



Position Announcement, Director of Communications City of Peachtree Corners, Georgia



Peachtree Corners is Gwinnett County's newest city. Situated in one of the fastest growing counties in Georgia, Peachtree Corners is conveniently located to major highways, I-85, I-285 and GA 400 and just 30 minutes northeast of Atlanta. It is home to 45,000 residents. The city is 17 square miles in size and located in the southwest corner of Gwinnett County. Seven miles of the Chattahoochee River define its western border.

Pro-Business Environment; Zero Millage Rate. Peachtree Corners is a progressive city focused on attracting technology partners and improving quality of life for its residents. Since 2015, the city has installed more than eight miles of sidewalks, including 10-foot-wide walkways that are part of the city's multi-use trail system including a 190-foot elevated pedestrian bridge. When complete, the trail system will connect residents and workers to businesses, restaurants, shops, and parks.

Through various incentives, the city continues to encourage commercial, office and residential growth including the adoption of a mixed-use development district, which incentivizes the integration of commercial and/or office uses with residential land uses. The city has

also become known globally for the development of Curiosity Lab. This publicly funded living laboratory was created as an economic tool to encourage tech-focused businesses to test emerging technologies. Located in Technology Park Atlanta, a 500-acre commercial office park, Curiosity Lab offers emerging technology entrepreneurs and businesses a real-world test environment to advance next generation intelligent mobility and smart city technology.

Peachtree Corners continues to attract businesses that are drawn to the affluent city's zero millage rate, top-notch schools, excellent amenities, and robust home values. As a regional employment center with as many jobs as residents, Peachtree Corners has positioned itself to be a leader in economic development.



THE CHASON GROUP
EXECUTIVE SEARCH

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Position Responsibilities. The Director of Communications will be responsible for developing, implementing, and coordinating communications to provide information to the public.

Responsibilities also include serving as the point of contact for all media requests received by the City, elected officials and other personnel; establishing guidelines and content for the City's social media sites and websites; coordinating communications with the public through various platforms; developing and maintaining a communications plan; assisting departments in preparing presentations and related materials; preparing guides to ensure compliance with City communication policies; and coordinating information releases to the media and general public.

Position Requirements. Professionals applying for the Director's position should hold a Bachelor's degree, preferably with an MBA or other post-graduate work from an accredited college or university, in the area(s) of communications, public relations, marketing, and/or journalism; or any equivalent combination of education, training, and experience which provides the requisite knowledge, skills, and abilities for this position.

Candidates should have at least five years of experience in communications, public relations, marketing, media, or a combination of these fields and a proven tenure in leading an organization through visionary growth and meaningful change.

Key Skill Sets. The City's leadership is searching for an innovative, creative, and strategic thinker who has experience in developing relevant communication programs and goals to enhance the quality of life of a community's citizens.

Other key skill sets required of applicants include experience in building and being an active participant in teams and a proven track record of successfully working with community stakeholders, media, and elected officials. Candidates should possess the ability to develop and nurture value-added relationships with diverse business, government, community groups and individuals.

The professional selected for the position will be assigned various duties, including making presentations to persuade others to accept a specific opinions, action and/or provide information or explain procedures, policies, etc. Candidates should also have excellent written communication and marketing skills that will enhance the City of Peachtree Corners.

How To Apply. For more information regarding the executive search process for the Director of Communications position with the City of Peachtree Corners, please contact Tim Chason at 404.735.0540. A pdf cover letter and resume may be uploaded at www.thechasongroup.com. The deadline for materials to be submitted is July 30, 2021. The anticipated start date for the position is September 2021.

