



STAFFORD *Virginia*

DIRECTOR OF COMMUNITY ENGAGEMENT

STAFFORD, VIRGINIA

Stafford County, Virginia, is seeking an accomplished, innovative, and strategic communications leader to serve as its Director of Community Engagement.

This senior executive position will lead Stafford County's comprehensive communications and community engagement function, helping shape how one of Virginia's fastest-growing communities communicates, connects, and builds trust with its residents, employees, businesses, media, and community partners.

ABOUT THE REGION AND COUNTY GOVERNMENT

STAFFORD COUNTY BY THE NUMBERS

~ 170,000 Population

43.8% Share of Residents 25+ with a Bachelor's Degree

1,000+ County Government Employees

~\$485,000 Median Value, Owner-Occupied Housing Units

~\$137,000 Median Household Income

Stafford's ideal location between Washington, D.C., and Richmond, Virginia, along with its business-friendly environment and strong reputation, attracts and retains world-class businesses and a highly educated and skilled workforce.

Founded in 1664, Stafford is one of Virginia's oldest counties and was part of the early English colonial expansion. Rich in history, Stafford was George Washington's childhood home and a major Union Army staging and encampment area during the Civil War.

Today, Stafford is one of the region's most desired locations to live, work, play and raise a family. Unique and inviting neighborhoods are centerpieces of development and feature walkable urban experiences anchored by arts and cultural amenities.

With its rolling hills, championship golf courses and year-round recreational opportunities, Stafford offers an exceptional quality of life. Nationally recognized schools, low crime rates and competitively priced housing are among the many reasons Stafford County has become one of Virginia's fastest-growing counties.

Stafford County operates under a traditional Board-Administrator form of government. A seven-member elected Board of Supervisors serves as the legislative and policymaking body, with members elected from districts on staggered four-year terms. The Board appoints a County Administrator who oversees daily operations, implements Board policies and manages County departments.

With general fund expenditures in the 2026 Adopted Budget totaling \$453,544,442 and a total budget of more than \$1 billion, Stafford County has been recognized for innovation in service delivery and excellence in government administration.

Stafford has Received Recognition Including:

- Distinguished Budget Award — Government Finance Officers Association
- "Stafford Cares" Community Support Initiative Achievement Award — National Association of Counties
- Little Falls Run Wastewater Treatment Facility Platinum Award — National Association of Clean Water Agencies

Stafford's approach to governance is guided by long-range strategic planning and community input. The Board of Supervisors adopted the County's first Strategic Plan in 2018, establishing a vision for Stafford's future and intentionally incorporating community feedback through the County's Community Survey. The County has continued to update its strategic priorities as the organization and community grow and change.

ABOUT STAFFORD COUNTY CORE BEHAVIORAL VALUES AND THE POSITION



The Director of Community Engagement will be expected to model Stafford County's Core Behavioral Values:

PROACTIVE OWNERSHIP

Take initiative and act with an understanding of how individual decisions affect the entire organization.

INFINITE POSSIBILITIES

Encourage imagination, opportunities and solutions in the delivery of service.

CUSTOMER FIRST

Value, respect and listen to internal and external customers and take responsibility for creating a positive experience.

STRONGER TOGETHER

Encourage participation and collaboration every day.

ARDENT LEARNERS

Commit to continuous learning and growth opportunities.

UNWAVERING RESPECT

Value and appreciate each other.

ABOUT POSITION

The Director of Community Engagement is a senior executive leader responsible for overseeing a comprehensive Countywide communications and community engagement function designed to strengthen organizational effectiveness, transparency and public trust.

The Director leads strategic communications, public information, media relations, digital platforms, internal communications, customer and volunteer services, and community outreach that inform and engage the Board of Supervisors, County employees, partner agencies, media and the public.

Reporting to the Assistant County Administrator, the Director exercises significant authority over multiple programs, staff, budgets and resources and plays a critical role in shaping Stafford County's public narrative, brand and engagement strategy.

This is more than a traditional public information or communications position. Stafford is seeking an executive leader who understands that effective community engagement requires listening as well as communicating, connecting residents with government services, strengthening relationships across the organization and ensuring that the County communicates with one clear, credible and accessible voice.

ABOUT THE OPPORTUNITY

Stafford County is seeking a leader who can build upon its communications and engagement efforts while continuing to modernize how local government interacts with the community.

The Director will have the opportunity to lead a broad portfolio that connects communications, digital engagement, customer experience, public information and community relationships.

Key Responsibilities Include:

STRATEGIC COMMUNICATIONS AND ENGAGEMENT

Direct the County's comprehensive communications and community engagement program and develop strategies supporting the priorities of the Board of Supervisors and County leadership, including public information campaigns, branding initiatives and digital communications.

MEDIA RELATIONS AND CRISIS COMMUNICATIONS

Serve as the primary point of coordination for media relations, public information requests and crisis communications, ensuring consistent messaging across County departments. The Director will also provide strategic communications leadership during emergencies, major public events and sensitive issues.

CUSTOMER EXPERIENCE

Oversee the management and operation of the County's customer service and contact center functions, with an emphasis on improving residents' access to government services and information.

TRANSPARENCY AND PUBLIC INFORMATION

Help ensure compliance with public information responsibilities, including applicable requirements involving the Virginia Freedom of Information Act, public records management and government transparency.

ORGANIZATIONAL LEADERSHIP

Lead communications and engagement staff, contractors and consultants; establish departmental priorities; manage competing projects and deadlines; and ensure the team's work supports broader organizational objectives.

BOARD, EXECUTIVE AND COMMUNITY RELATIONSHIPS

Work closely with elected officials, executive leadership, County departments and community partners to anticipate communications needs, address emerging issues and develop meaningful engagement initiatives.

DIGITAL AND MULTIMEDIA COMMUNICATIONS

Oversee video, photography, graphic design, publications, websites, social media and other digital communication channels to ensure Stafford effectively reaches residents wherever they receive information.

DATA-INFORMED ENGAGEMENT

Use data, public feedback and engagement metrics to evaluate communications effectiveness, identify opportunities and continuously improve the County's outreach strategies.

ABOUT THE IDEAL CANDIDATE

The successful candidate will be an experienced communications and engagement professional who can operate effectively at both the executive and operational levels.

Stafford County is seeking someone capable of advising executive leadership and elected officials on complex and sensitive matters while also building a high-performing team capable of delivering exceptional communications and customer experiences.

The Ideal Candidate Will Demonstrate Strength in the Following Areas:

STRATEGIC LEADERSHIP

A forward-looking leader capable of developing and implementing comprehensive communications strategies that advance organizational priorities and strengthen Stafford County's reputation.

COMMUNICATION AND STORYTELLING

An exceptional written and verbal communicator who can translate complex government programs, policies and initiatives into clear, accurate and understandable information for residents and stakeholders.

COMMUNITY ENGAGEMENT

A leader who recognizes that effective public engagement is a two-way process and can create opportunities for residents, businesses and community organizations to meaningfully interact with County government.

EXECUTIVE AND ELECTED OFFICIAL RELATIONS

The judgment, professionalism and political awareness necessary to work effectively with the Board of Supervisors, County Administrator, executive leadership and department directors while maintaining the professional responsibilities of the position.

MEDIA AND CRISIS MANAGEMENT

Demonstrated experience working with news media and managing communications during emergencies, rapidly developing events and sensitive or high-profile issues.

DIGITAL INNOVATION

An understanding of contemporary communications channels and emerging technologies and a willingness to continuously evaluate how digital platforms can improve public access, engagement and customer service.

TEAM DEVELOPMENT

A collaborative and decisive leader who can establish clear expectations, empower employees, develop talent and create a culture of accountability, creativity and professional excellence.

The County's classification specifically emphasizes knowledge of news gathering, reporting, public information laws, social media, marketing and branding, internal and external communications, community engagement, video production and crisis communications. It also calls for an innovative, strategic problem solver who can articulate a compelling vision and motivate people around that vision.

ABOUT EDUCATION, EXPERIENCE, APPLICATION AND SELECTION

A Bachelor's Degree with a major in English, communications or public relations is required, or an equivalent combination of education and experience that provides the necessary knowledge, skills and abilities.

Candidates should have a minimum of six years of successful experience in public relations. Local government experience is preferred.

A valid driver's license issued by the Commonwealth of Virginia is required.

TO APPLY

Interested candidates should submit their application through Stafford County's online employment system.

[View the Stafford County Classification Specification.](#)

Stafford County is an equal opportunity employer with a commitment to an inclusive workforce.
