Wyandotte County/Kansas City, Kansas is located in “the heart of America” at the confluence of the Kansas and Missouri Rivers and at the crossroads of two transcontinental interstate highways. The County has a population of over 161,000 and covers 156 square miles. Kansas City, Kansas is the third largest city in the state of Kansas with a population of over 149,000 and is the county seat of Wyandotte County. Wyandotte County/Kansas City, Kansas is part of a greater metropolitan area of nearly two million people. The bi-state region encompasses Kansas City, Missouri, and suburbs on both sides of the state line.

While many cities are known for their expanding skylines, action-packed nightlife, and bustling communities, Wyandotte County/Kansas City, Kansas offers these big city amenities but with a charming, small town appeal. This diverse and family-oriented community is known as a place that is “easy to stay in and hard to leave,” and its citizens enjoy a healthy lifestyle, a variety of recreational and cultural activities, and ample employment opportunities.

The boundaries for what is now known as Wyandotte County were established in 1859, when Samuel Medary, Governor of the Kansas Territory, signed legislation that carved out 153 square miles of land from the southeast corner of Leavenworth County and the north side of Johnson County. This Kansas Territory became Wyandotte County, named after the Wyandot Indians. The City of Kansas City, Kansas was incorporated in 1886.

The community boasts abundant recreational and leisure amenities for residents and visitors alike including sports leagues, community events, craft shows, and outdoor concerts at Providence Medical Center Amphitheater. Sports fans can catch a professional sports team in action and take in a Sporting Club Soccer game and enjoy the thrill of NASCAR racing at Kansas Speedway. Outdoor enthusiasts enjoy boating and fishing at the 400 acre Wyandotte County Lake, and other outdoor attractions include Kaw Point Riverfront Park.

A variety of shopping and entertainment offerings can be found at Village West and Hollywood Casino, and cultural attractions include the Wyandotte County Museum, Strawberry Hill Museum, Grinter Heritage Center, and the Quindaro Ruins. Annual community events include the Renaissance Festival, Great American Barbecue Festival, and St. Patrick’s Day Festival.
THE COMMUNITY, continued

Kansas City, Kansas was named one of America’s Promise Alliance’s 100 Best Communities for Young People in 2012. The city’s four school districts, Unified School District #500 (Kansas City), Unified School District #202 (Turner), Unified School District #203 (Piper), and Unified School District #204 (Bonner Springs), provide quality education to students in grades K through 12. There are a number of private schools available in the area, and Kansas City, Kansas is also home to the Kansas School for the Blind.

For those interested in pursuing higher education, many community colleges and universities are located nearby, including Donnelly College, Kansas City, Kansas Community College, Johnson County Community College, St. Mary’s College, the University of Kansas, the University of Missouri-Kansas City, Kansas State University, Pittsburgh State University, and Washburn University.

ECONOMIC DEVELOPMENT

Wyandotte County/Kansas City, Kansas has enjoyed tremendous growth in economic development over the past 20 years and seems poised to continue this trajectory. Wyandotte County citizens set the stage for today’s economic development successes in 1997 when they overwhelmingly agreed to consolidate the county government and City of Kansas City, Kansas government. This new form of government was the beginning of a landmark renaissance in the community and the synergistic effect allowed the community to take new, bold approaches to many issues, particularly economic development.

Soon after the Unified Government was launched, the economic development opportunity of a lifetime landed in Wyandotte County with the Kansas Speedway and Village West. These developments are the most successful economic developments ever built in the State of Kansas, turning mostly undeveloped land into one of the most popular tourist, shopping and entertainment attractions in the Midwest.

Village West has 116 businesses, including 29 restaurants, which employ nearly 5,700 people – jobs which just five years ago did not exist. The development generated over $703 million in retail sales in 2014, producing a substantial amount of local sales tax revenue. Great Wolf Lodge, an indoor waterpark resort, was the first hotel in Village West, soon followed by other hotels including Hampton Inn, Holiday Inn Express, Country Inn, and Chateau Avalon, which is a unique hotel that has been acknowledged by Expedia.com as among the top one percent of hotels worldwide. Amazon, which opened in 2017, is a 855,000 plus square-foot- fulfillment center which is located in Wyandotte County and has generated over 1,000 positions for employment. Retail stores include Cabela’s, Nebraska Furniture Mart, and a host of other establishments.

A recent $400 million project resulted in a major expansion of the Cerner Corporation, an 18,000 seat multipurpose soccer stadium for the Sporting Club, Kansas City’s major league soccer team, and the $386 million Hollywood Casino. Other recent developments include the 39th and Rainbow redevelopment, Central Industrial Park, Village West Luxury Apartments, Delaware Highlands Residential Area, and the redevelopment of Wyandotte Plaza. Projects currently underway include the new Dairy Farmers of America Headquarters, construction of a new auto mall in western Wyandotte County, a US Soccer training facility, and Prairie View Apartments.
ECONOMIC DEVELOPMENT, continued

This continued success and established track record is what attracted Google to Kansas City. In 2011, Google announced its selection of Kansas City, Kansas as the first city out of 1,100 applications for its ultrahigh-speed fiber project. The Unified Government has received high rankings for this unique and innovative partnership, strengthening its business-friendly reputation. Installation is ongoing for 69 Kansas City, Kansas neighborhoods. In addition, the headquarters of the Kansas City Startup Village is located in a Kansas City, Kansas neighborhood and is dubbed “silicon prairie.” The development of this area was driven by Google Fiber.

Sara Lee Corporation, General Motors, and Kellogg are just a few of the nation’s leading and state-of-the-art companies that have chosen Wyandotte County/Kansas City, Kansas as their home. The area’s top employers include University of Kansas Hospital, University of Kansas Medical Center, General Motors, Kansas City, Kansas Public Schools, Burlington Northern-Santa Fe Railroad, and the Cerner Corporation, Amazon.

GOVERNANCE & ORGANIZATION

The Unified Government of Wyandotte County/Kansas City, Kansas was formed on October 1, 1997 based on a citizen vote to consolidate the operations of the City of Kansas City, Kansas and Wyandotte County, Kansas.

Pursuant to consolidation, the existing governments of the City and the County were replaced by a governing body composed of a Mayor/Chief Executive and a ten-member Board of Commissioners. Each of eight districts nominates and elects one commissioner. Two at-large commissioners are nominated from two county-wide districts comprised of the four northern-most and four southern-most districts. The Mayor/Chief Executive has veto power, which can be overridden by a two-thirds majority of the Board of Commissioners. Elections are held in odd-numbered years with staggered terms of four years. The County Administrator is appointed and serves at the pleasure of the Mayor/Chief Executive and the Commission. Mr. Douglas G. Bach was appointed County Administrator in March of 2014. Prior to Mr. Bach’s appointment, he served in various positions in the County since 1990, including serving as Deputy County Administrator.
DIRECTOR OF STRATEGIC COMMUNICATIONS
Unified Government of Wyandotte County/Kansas City, Kansas

RECENT ACCOLADES
• Certificate of Achievement of Excellence in Financial Reporting from the Government Finance Officers Association for 16 consecutive years
• Distinguished Budget Presentation Award from the Government Finance Officers Association
• U.S. Department of Health and Human Services award in 2015 for the Healthy Families Wyandotte program
• John Snow Disease Investigation Certificate of Recognition from the Kansas Department of Health and Environment in 2015

DIRECTOR OF STRATEGIC COMMUNICATIONS

The Director of Strategic Communications is an executive level position that will play a key role in building a new communications division and leading a proactive communication strategy. This new position emerges from the recommendations contained in a recent review of the UG’s Communications operations. The Strategic Communications Director will have the opportunity to shape the culture, capability, and structure of the Communications function. This is an exciting opportunity for the candidate who wants to shape and execute a vision for a high functioning communications operations in a diverse community that is on the rise.

The Director of Strategic Communications is responsible for developing and administering the Unified Government’s Communications division. The division fosters internal and external understanding of the UG’s goals, policies, programs and services. The Director is responsible for overseeing communications functions and activities including internal and external communications, public relations, and citizens engagement, media relations, crisis management and print and online promotional materials related to ongoing county services and programs, directing and coordinating policy development and communication components of the division.

The Director provides guidance to members of the UG’s Commission, the County Administrator’s Office, and other departments and agencies regarding strategies planning for the delivery of public information. The Director of Strategic Communications advises UG officials and managers in the development, establishment and maintenance of effective and consistent current and long range policies, plans and practices impacting public relations.

This position requires considerable technical and managerial independence and the ability to work in close cooperation with area media representatives and municipal officials. The Director of Strategic Communications reports to County Administration.

COMMISSION PRIORITIES
• Housing
• Infrastructure
• Education/Workforce Development
• Economic Development
• Multimodal Transportation
• Social Services
• Health Community/Recreation
• Environment
DIRECTOR OF STRATEGIC COMMUNICATIONS
Unified Government of Wyandotte County/Kansas City, Kansas

ESSENTIAL DUTIES

Leads a communications team that is dedicated to delivering high-quality information and communications materials to support the strategic and policy goals of the Unified Government.

Represents the Unified Government at community meetings and events; acts as spokesperson for the UG as directed; develops and achieves Public Affairs and Communication strategies and goals in support of the UG’s mission, vision, values, and strategic plan through the development of multi-year marketing strategies and campaigns in an effort to expand media coverage and raise greater public awareness of UG programs and services; identifies opportunities to support organizational initiatives, engage the public, and build bridges to develop trust on various high profile and politically sensitive issues.

Develops and manages the creation of various types of communications materials and programs to respond to, promote, and publicize activities; serves as a resource to UG management, advising officials on media relations, procedures and processes. Assists UG officials in the preparation of information for public dissemination, including researching and preparing speech materials for top level UG officials; establishes and sustains a community partnership strategy that fosters strong collaborative relationships with UG departments/agencies, cities, school districts, non-profits, educational and cultural groups, the media, and other key stakeholder groups; carries out requests by the Governing Body and County Administrator; coordinates special projects.

Develops and leads internal communications strategies and campaigns; plans, develops and leads UG-wide internal communications efforts to keep employees informed of major UG events and initiatives; ensures communication strategies are designed to effectively notify employees and to increase employee knowledge; works to increase the effectiveness of communications regarding changes to internal policies, procedures and practices impacting employee work processes in the organization; streamlines communications to ensure information is clearly conveyed to and understood by impacted employees; designs, plans and coordinates internal communication strategies regarding issues impacting employees.

Manages the UG’s social media presence and collaborate with departments, agencies and offices on their individual presences; serves as the editorial director for the UG newsletter and other publications, campaigns and marketing efforts; prepares, manages and monitors annual budget for the Communication division, including preparing budget proposals and prepares or directs the preparation of a variety of informational materials such as pamphlets, brochures, advertisements, marketing materials, printed materials, press releases, website content, speeches, reports, videos and other public communications about UG services and programs.

Collects and analyzes attitudes of key resident groups to judge effectiveness of communications efforts and to assess program needs; conducts and participates in news conferences, special events and other programs of special interest.
DIRECTOR OF STRATEGIC COMMUNICATIONS
Unified Government of Wyandotte County/Kansas City, Kansas

ESSSENTIAL DUTIES, continued

Coordinates with the Department of Emergency Management and Communications to ensure emergency public information is disseminated to employees, management and the UG Commission during emergency/disaster events; manages and develops procedures and materials to implement the public information function as part of emergency management and preparedness activities; manages and participates in the development of fact sheets, instructions and procedures on a variety of topics to support the rapid dissemination of information to the public as part of Emergency Management and Preparedness plans.

Develop and manage budget for Communications division throughout the budget process. Manage contracts related to Communications division.

Coordinates communication activities across UG departments, including working closely with the Public Information Officers in departments such as Police, Fire and Public Works.

SUPERVISORY DUTIES

Manages Communications Division staff. Supervises the work of other employees to include: assign tasks, train on task performance, schedule work, review the work of others, and instruct other employees in methods or procedures needed to carry out their jobs. Recommend hiring, recommend disciplinary action up to and including termination of employment, evaluate performance, participate in the performance evaluation process, sign performance appraisals, and make pay-related recommendations.

Delegate duties to subordinate managers and supervisors.
EDUCATION & EXPERIENCE
A minimum of ten years of professional experience, with at least four in a leadership role.

Track record of results in:

- Leading high performing teams within organizations
- Building a skilled, diverse workforce
- Effectively communicating with a wide range of stakeholders
- Demonstrating strong analytical skills, problem determination/resolution experience, and creative problem solving leadership
- Implementing technology and process improvement projects
- Vendor selection and management
- Managing customer-facing operations
- Positively representing the organization in public appearances
- Working effectively in teams and collaborate with diverse groups of stakeholders

TECHNICAL SKILLS
The principles, techniques and equipment used in video, print and mixed media productions. The principles, techniques and objectives of governmental public relations.

Considerable knowledge of modern broadcasting and print journalism styles and telecommunications systems; opinion research and advertising techniques; social media channels and techniques.

Ability to train and supervise technical employees in a variety of media production activities. Develop good working relationships with municipal officials and managers. Communicate effectively orally and through various media channels. Develop good working relationships with area media representatives.

Requires excellent customer service, proactive problem-solving, independent judgement and superior creative skills.

Education Requirement: BA/BS in a related field, Master’s preferred.
ABOUT EVERYTHING ELSE

Residency: All UG employees must reside within Wyandotte County within one-year of starting a position. The residency requirement is non-negotiable – but KCK is a great place to live, work and raise a family so it’s easy to meet this requirement.

Assessments/Testing: This position does not require testing.

Pre-employment Screening: An offer of employment is contingent on the verification of credentials and other information required by the Unified Government, including the successful completion of a drug-screening test and physical.

Probationary Period: This position requires the selected candidate to complete at least a six-month probationary period prior to attaining career status with the Unified Government.

The Unified Government provides equal employment opportunities to all employees and applicants for employment without regard to race, color, religion, national origin, sex, sexual orientation, gender identity, national origin, disability, genetic information, age, or any other status protected under federal, state, and/or local law.

APPLICATION PROCESS

Please submit applications/resumes to:

Unified Government Human Resources Department
701 North 7th Street, Rm. 646
Kansas City, KS 66101
Email: jobs@wycokck.org

The Unified Government offers a comprehensive salary and benefits package. Approximate starting salary: $90,000.00-$140,000.00/yr. DOQ

Application/resume deadline: Wednesday, November 11, 2020 at 5:00 p.m. CST.

For more information, please visit our website at www.wycokck.org.
RESOURCES

Unified Government of Wyandotte County and Kansas City, Kansas
www.wycokck.org

Kansas City, Kansas Convention and Visitors Bureau
visitkansascityks.com

Wyandotte Economic Development Council
www.wyedc.org

Kansas City, Kansas Area Chamber of Commerce
www.kckchamber.com