



catawba county
north carolina

COMMUNICATIONS & MARKETING DIRECTOR

CATAWBA COUNTY is seeking an experienced and highly motivated creative professional with a passion for service to lead the County's Communication and Marketing efforts. The successful candidate will take the helm of an award-winning communication team and have the opportunity to shape future communication efforts through their vision.

We invite you to join our team in Catawba County, a place with a long tradition of transforming possibility into prosperity. Our community's creative, industrious spirit has consistently driven us to innovate and collaborate toward Making. Living. Better. Today, this looks like revitalized Mill Districts through renovating abandoned mills into thriving corporate and retail spaces; major community development projects designed to enhance walkability, livability, connectivity and aesthetic appeal; and the expansion of access to our incredible natural recreation spaces through the addition of hundreds of acres to our local park systems.

And that's just the beginning of our story.



MAKING. LIVING. BETTER.



OUR COMMUNITY

Situated in the foothills of the Appalachian Mountains and bordered by the Catawba River, Catawba County offers the hospitality of a mid-sized community with reach that extends across a fast-growing region. With a population of more than 160,000, Catawba County is the largest jurisdiction in a four-county Metropolitan Statistical Area totaling more than 400,000 residents.

Located with easy access to Interstate 40, Hwy 16, and 321 bisecting the county, we are an easy drive to major cities, the mountains, and the coast. Thanks to this ideal location, we provide a unique opportunity to live and work in a connected, inclusive and knowable community with convenient access to urban amenities and North Carolina's beautiful outdoors.



Catawba County is an ideal home for those who have a sense of adventure and a heart for hard work: for people with a passion for making something of themselves, their community, and the future.

We are actively crafting a living and a life rich in both tradition and promise. Our work ethic is the essence of our community: if it can be made, we'll make it. If we can improve it, it'll get better. And if we can do it together, it'll be the best it can possibly be.

We appreciate where we've been and look forward to where we're headed, and we approach life with warm hospitality, humility, strong loyalty to family and community, and a fierce commitment to making a difference for the people who live and work here.

Catawba County builds futures. With three K-12 public school districts, numerous private school options, an active homeschool community and significant pre-K programming, children get a great start here. That great start continues at top-ranked Catawba Valley Community College, renowned for its innovative workforce development programs. Catawba County is also home to Lenoir-Rhyne University and Appalachian State University's Hickory Campus, which offer access to undergraduate, graduate and doctoral programs.



With a low tax rate, increasing building permit activity, and business investment and expansion, our local economy is booming. We are a comprehensive medical hub, with two medical centers and an extensive system of healthcare options, and we're also a regional shopping and culinary destination.

Catawba County truly offers something for everyone. With an exceptional amount of arts, culture, recreation and entertainment experiences for people of all ages, there's no shortage of things to do here.



OUR ORGANIZATION

Catawba County's form of governance combines the civic leadership of an elected Board of Commissioners with the managerial experience of an appointed County Manager, Mary Furtado, who has served as the county's Chief Executive Officer since 2022.

Our annual budget is approximately \$350M and covers a wide range of services, from Elections to Building Services to Public Health. Additionally, we are proactively working to strengthen our local economy through collaborative, Board-led strategic action in critical growth areas, including economic development, education, community planning and development, health and safety, nature and culture.

We are a forward looking, conservative and fiscally prudent community with a pro-business and smart growth philosophy underpinning our ordinances and policies. Our property tax rate of \$0.3985 per \$100 in assessed value is lowest in our region and is 10th lowest of all North Carolina counties.

Our team is comprised of approximately 1,250 full-time employees. We are professionals dedicated to serving our community in ways that reflect the values we hold. We embody our roots as doers by continually striving to do the best job possible for our residents and our community every single day.

Our approach to this work is guided by our shared commitment to four core values:

DOING WHAT'S RIGHT.

integrity, respect, transparency, professionalism

DOING WHAT MATTERS MOST.

service to others, initiative, empowerment, prioritization, authenticity

DOING IT TOGETHER.

teamwork, inclusion, stewardship, empathy, patience

DOING IT WELL.

innovation, accountability, operational excellence, continuous improvement

Don't just take our word for it.

We're **#MakingLivingBetter** in Catawba County, and others are taking notice:

- “#1 Most Beautiful and Affordable Places to live in the U.S.”
- “#3 Best Places to Live in North Carolina”
- “25th Best Place to Live in the U.S.”
- “#1 Up and Coming Real Estate Market in the Carolinas”
- “Top 10 Best Places to Live Near the Mountains”
- “Top 10 Places to Retire”

Check out more here: <https://www.catawbaedc.org/rankings>



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MAKING. LIVING. BETTER.

makinglivingbetter.com





COMMUNICATIONS & MARKETING DIRECTOR

DESCRIPTION: The Communications and Marketing Director is responsible for promoting Catawba County's story throughout the community and increasing awareness of County services, programs, and issues. This position serves as the chief storyteller for Catawba County and is responsible for seeking ways to connect with the community using creativity and a variety of engagement methods and media to appeal to all audiences. This position also develops and implements internal communication tools to cultivate an informed and engaged county employee workforce.

RESPONSIBILITIES:

- **Drives County communications efforts:** Oversees development of content, messaging, and design of Catawba County's public-facing communication materials and tools (including written, audio, graphics, and video); coordinates, evaluates, and adapts social media presence; responds to public/media inquiries for information; maintains the integrity of and develops new applications for Catawba County's brand and graphic guidelines.
- **Promotes County services, initiatives and programs:** Develops, implements and evaluates communication and marketing strategies to increase awareness of services and citizen engagement opportunities; develops and maintains promotional and advertising campaigns; uses a variety of communication strategies to generate awareness of and participation in County initiatives and programs; maintains relationships with local media; develops media coverage opportunities for County initiatives, issues, and messages; writes press releases to promote County services, information, and resources, distributes and cross-promotes press releases generated by County departments; fulfills interview requests either as spokesperson or by coordinating interviews for other County staff and preparing them with relevant context.
- **Coordinates crisis communication responses as appropriate:** Assists in the development of crisis communication plans/materials and coordinates crisis communications for County departments; participates in relevant drills and trainings; contributes to developing and implementing County crisis response and continuity of operations plans.
- **Liaisons with community and professional organizations:** Serves as the County's ambassador to the community, representing Catawba County in a positive manner; develops and maintains strategic community partnerships to collaborate on messaging and share pertinent County information; interfaces with regional, state, and national organizations (as appropriate), maintains positive relationships and open communications channels.
- **Coordinates and executes outreach programs and events:** Identifies opportunities for and coordinates County participation in appropriate community events.
- **Develops and delivers internal communications messages and initiatives:** Including employee newsletters, special announcements, etc.

QUALIFICATIONS:

- Bachelor's degree in Communications, Marketing, Journalism, English, or related field and a minimum of five years of professional level experience in public relations, communications, or marketing.
- Masters degree in Communications, Marketing, Journalism, English, or related field is preferred.

ADDITIONAL REQUIREMENTS:

- Excellent communication and interpersonal skills.
- Ability to clearly and effectively communicate complex information in written, verbal and graphic forms to a variety of audiences.
- Ability to think strategically and creatively about ways to achieve short and long-term organizational goals.
- Ability to respond effectively and accurately in crisis situations under extreme deadline pressure.

SALARY RANGE: \$87,849 - \$144,951

APPLICATION PROCESS: Open until filled. First review of applicants will be on July 13, 2026. Apply online at <http://www.catawbacountync.gov/HumanResources/JoinOurTeam.asp>.