



JOB DESCRIPTION: Innovation Delivery Team Development and Communications Lead

LOCATION: Memphis, TN

Travel: 10-20%

Background

The City of Memphis was selected by Bloomberg Philanthropies as one of five cities nationwide to receive an Innovation Delivery Team grant. The three-year grant represents one of the largest private-sector commitments to social innovation in our nation's history. The grant will fund local teams, housed within the Mayor's Office, charged with developing effective solutions to some of the city's most pressing challenges. Reporting directly to the Director of the Mayor's Innovation Delivery Team, the Innovation Delivery Team Development and Communications Lead is responsible for developing and executing a solicitation plan for raising the local, private-sector matching funds required by the grant agreement (\$800,000 annually for two years) as well as assisting with additional corporate, individual, or foundation solicitations for funds to implement specific Team projects, if and when necessary. The Development and Communications Lead also keeps current all strategic messaging aimed at a diverse set of stakeholders for the Team, with special emphasis on maintaining current and relevant progress messages for each challenge area. (S)He is also responsible for overseeing the performance of any outside agency hired to perform messaging or branding services that support the team or individual initiatives.

In Memphis, the team is charged with **reducing incidences of handgun violence**, particularly among juveniles, and **supporting small business growth in core city neighborhoods**.

The Development and Communications Lead will also be an active participant in an exclusive learning network of five cities implementing the Innovation Delivery Team model, applying a set of public sector management best practices and programmatic reforms aided by extensive technical assistance from Bloomberg Philanthropies.

Responsibilities

- Working with Project Managers and Junior Project Managers to understand key deliverables of each initiative and the overarching challenge
- Coordinating across agencies to identify existing or new funding streams required to implement any initiative
- Leading the interagency process for identifying and balancing funding sources for complementary activities and initiatives
- Working closely with, taking action for, and preparing reports or recommendations for the Mayor's Institute for Excellence in Government as they work to raise matching funds required by the Bloomberg Philanthropies Grant
- Developing and recommending to the Director the comprehensive plan allocation of any funds to be used in initiative implementation
- Working with initiative sponsors and leads on funds expenditure and tracking
- Managing and maintaining strong relationships with a broad set of stakeholders, including government officials and private and nonprofit sector leaders
- Consulting with internal and external experts to generate innovative ways to generate or redirect funding for initiatives
- Developing and maintaining a comprehensive communications plan strategy for the team and ensuring that each initiative has adequate messaging aimed at affected stakeholders to facilitate success. This includes a

comprehensive plan for use of web-based and social media resources for public accountability and comment.

- Recommending to the Director the hiring of any outside marketing agency necessary to ensure alignment of message for each activity with the Mayor's strategic intent
- Coordinating the hiring and providing oversight of any outside/contracted entities providing such service.
- As required by the Director, actively participating in Bloomberg Philanthropies' cohort activities with other Innovation Delivery Team grantees and ensuring all grant requirements are met

Qualifications

The ideal candidate possesses a passion for making Memphis a City of Choice and is ready to work in a high-energy, openly collaborative work environment. The innovation Delivery Team will guide the City through a successful innovation process, while setting an environment for change and open collaboration. To that end, Team members need to be able to simultaneously balance dogged adherence to an innovation process and protocol that is critical to delivery but also must think creatively and asymmetrically and bring abstract concepts to practical implementation in a very time constrained environment. Characteristics of successful candidates for the Innovation Delivery Team Development and Communication position include:

- Ability to effectively communicate large scale change across multiple stakeholders, constituencies, and/or agencies;
- Experience working on a high-performing team;
- Track record of success in developing and managing a strategic communications plan, including strong relationships with local reporters, news directors, editors, bloggers, and other influencers;
- Track record of at least 3-5 years progressive fundraising experience for organizations with \$1M - \$2M annual budgets, including developing and managing solicitation plans focused on corporate, foundation, and individual sources; direct experience working with government or private sector leaders; and
- Ability to thoughtfully communicate with and respectfully engage diverse stakeholders around a shared vision for achieving results.

Experience in fund development, media/public relations, marketing, and/or corporate communications is favorably considered but not essential.

Application letters and resumes must be received by November 28th and may be mailed to:

Mayor's Innovation Delivery Team
c/o Memphis City Hall
Attn: Kerry Hayes
125 North Main Street, 7th Floor
Memphis, TN 38103

or emailed to

Kerry.Hayes@MemphisTN.gov

(please put "Innovation Delivery Team" and the relevant position in the subject line)

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