



City of Baltimore Development Corporation (BDC)
Position Title: Vice President, Corporate & External Communications
Reporting to: SVP/Chief Business Development Officer

****IN-PERSON POSITION. NO REMOTE APPLICANTS PLEASE****

The Baltimore Development Corporation (BDC) is the economic development agency for the City of Baltimore. Our mission is to grow the city's economy in an inclusive manner by retaining, expanding, and attracting businesses and promoting investment, thereby increasing career opportunities for residents.

BDC is committed to a more equitable economy by supporting minority and women-owned businesses and promoting investment in neighborhoods that have been negatively impacted by institutional racism and/or generational poverty. We develop strategies and facilitate collaboration among our partners to intentionally create an inclusive and equitable economy.

POSITION OVERVIEW

The Vice President, Corporate & External Communications serves as a senior executive leader responsible for stewarding BDC's institutional voice across internal, executive, and external communications. This role ensures clarity, consistency, and credibility in how BDC communicates its mission, priorities, and impact to key stakeholders, including public-sector partners, business leaders, investors, community organizations, and residents.

Partnering closely with the Vice Presidents of Brand & Creative Strategy and Integrated Growth & Market Strategy, this leader translates complex economic development initiatives, policy outcomes, and investment strategies into clear, compelling narratives that advance Baltimore Together's Comprehensive Economic Development Strategy (CEDS).

The Vice President also serves as a senior advisor to the SVP / Chief Business Development Officer and is a member of the Business Development & Brand Leadership Team, helping shape agency-wide priorities, executive visibility, and public trust.

RESPONSIBILITIES

Corporate & Executive Communications

- Serve as the primary steward of BDC's institutional voice, ensuring alignment across internal communications, executive messaging, and external-facing materials.
- Lead development of executive communications including speeches, talking points, board materials, and high-stakes correspondence.
- Advise executive leadership on message discipline, reputational considerations, and communications strategy for major announcements and initiatives.

External Communications & Media Relations

- Lead proactive and reactive media relations strategy, including press outreach, statements, op-eds, and interview preparation.
- Build and maintain strong relationships with local, regional, and national media outlets.
- Serve as a senior spokesperson for BDC, as appropriate.

Strategic Narrative & Public Positioning

- Lead development and execution of BDC's corporate narrative, including major institutional reframing or repositioning initiatives.

- Ensure consistency between institutional messaging and brand expression in collaboration with Brand & Creative Strategy.
- Translate complex economic, policy, and development initiatives into accessible and compelling public narratives.

Public Affairs & Stakeholder Communications

- Support communications related to public-private partnerships, civic initiatives, and economic development programs.
- Coordinate messaging with City, state, philanthropic, and private-sector partners to ensure alignment and clarity.
- Promote transparency and accessibility in communications with residents, community organizations, and advocacy partners.

Events & Executive Visibility

- Support executive visibility through speaking engagements, conferences, panels, and public forums.
- Lead messaging, run-of-show, and press materials for BDC-sponsored events, announcements, and activations.
- Coordinate communications for major forums such as Baltimore Together convenings and Made in Baltimore showcases.

Reporting & Impact Communications

- Collaborate with Strategy and Integrated Growth teams to produce annual, quarterly, and impact reports.
- Develop dashboards, infographics, and visual storytelling tools that communicate economic outcomes and progress.
- Provide regular communications performance reporting to executive leadership and the Board.

Crisis Communications & Issues Management

- Serve as a senior advisor to executive leadership on sensitive issues and crisis response.
- Maintain and update crisis communications and rapid-response protocols.
- Coordinate messaging with City partners and external advisors as needed to protect BDC's reputation.

Team Leadership & Management

- Recruit, manage, and develop a high-performing corporate and external communications team.
- Establish clear workflows, approval processes, and escalation protocols.
- Foster a collaborative, inclusive, and high-accountability team culture.

KNOWLEDGE, SKILLS, AND ABILITIES

- Exceptional executive-level writing, editing, and message framing skills.
- Demonstrated expertise in corporate communications, media relations, public affairs, and reputation management.
- Ability to translate complex economic and policy issues into clear, compelling narratives.
- Strong judgment, discretion, and relationship-building skills in high-visibility environments.
- Familiarity with public-sector communications requirements, including accessibility and public accountability.
- Commitment to equity-centered storytelling that reflects Baltimore's diverse communities.

REQUIRED QUALIFICATIONS

- Bachelor's degree in Communications, Public Relations, Journalism, Public Policy, or related field; advanced degree preferred.
- Minimum of 10 years of senior-level experience in corporate communications, public affairs, or media relations.
- Proven experience advising executive leadership and managing enterprise-level communications.
- Experience leading teams and managing external agencies or vendors.

BDC BUSINESS DEVELOPMENT DIVISION CHARTER ALIGNMENT

- **Citywide Business Development Mandate:** In alignment with the BDC Business Development Division charter, business development is a core responsibility of every employee and is not limited to a single department, role, or title. All staff are expected to identify, advance proactively, and support opportunities that drive inclusive economic growth for the City of Baltimore through coordinated, cross-functional collaboration.
- **Integrated Multi-Brand Stewardship & Representation:** Consistent with the Division's integrated growth and brand stewardship model, this role requires active contribution to and representation of **all** City and BDC brands and initiatives—not solely the Baltimore Development Corporation. All brand, marketing, communications, partnerships, and external representation must consistently and accurately elevate the *City of Baltimore*, the Baltimore Development Corporation, and affiliated programs and initiatives, including *Made in Baltimore*, *Emerging Technology Center*, and *Baltimore Together*, as well as additional City or BDC initiatives as assigned.

OFFICE ENVIRONMENT REQUIREMENTS

- **Workplace Setting:** The position requires presence in an office setting, employees are scheduled to work a 7.5-hour workday Monday through Friday, providing a total of 37.5 hours per work week. The BDC 7.5-hour workday plus one hour for lunch, begins between 7:00 am – 9:00 am and ends between 3:30 pm – 5:30 pm. Flexibility for occasional extended hours or weekend work may be required.
- **Equipment Use:** Proficiency in using standard office equipment such as computers, printers, copiers, and telecommunication devices is essential.
- **Rare evening and weekend work for special events and Board meetings**
- **Some travel within the Baltimore metropolitan area for community events and stakeholder meetings**
- **BDC's offices are located at 36 S. Charles on the 21st & 20th floors and are accessed via elevators and emergency stairs.**

PHYSICAL REQUIREMENTS

- **Mobility:** The position requires the ability to sit for extended periods, stand, and walk, including occasionally moving between different locations within the office and off-site.
- **Manual Dexterity:** Must be able to use hands and fingers to operate office equipment, handle documents, and perform data entry.
- **Lifting:** Occasionally required to lift and move objects weighing up to 20 pounds.
- **Vision and Hearing:** Adequate vision and hearing are necessary for reading documents, using a computer, and communicating with others in person and via telecommunication devices.

DRESS CODE

- **Professional Attire:** The candidate is expected to adhere to a professional dress code that reflects the organization's standards and presents a neat, clean, and business-like appearance.
- **Meetings and Events:** For meetings with public officials, community leaders, or external partners, business formal attire may be required.
- **Casual Days:** On designated casual days, business casual attire is acceptable, provided it maintains a professional and respectful appearance.

SALARY AND BENEFITS

This is a salaried, benefited, at-will position, and work is performed as required to complete project priorities and may require extended hours beyond a conventional work week, including evening meetings.

Salary will be commensurate with experience and qualifications. BDC also offers a full package of benefits, including paid sick, personal, and vacation leave; subsidized medical/dental with Health Savings Account; 403(b) retirement with employer matching; parking/transit subsidy; mobile phone reimbursement; and other benefits.

The starting salary range for the Vice President, Strategic Communications is \$120,000–\$155,000, commensurate with experience.

APPLICATION AND SELECTION PROCESS

Candidates should submit a cover letter and resume via email to Shantel McLaughlin at smclaughlin@BaltimoreDevelopment.com, subject line of the email indicating “VP_Corporate & External Communications.”

Candidates can also learn about us by visiting our website at baltimoredevelopment.com and baltimoretogether.com. No Phone Calls Please. Only applicants scheduled for interviews will be contacted.

EQUAL OPPORTUNITY EMPLOYMENT

BDC is an Equal Opportunity Employer committed to a more equitable economy through employment, supporting minority and women-owned businesses, and promoting investment in neighborhoods that have been negatively impacted by institutional racism and/or generational poverty. We develop strategies and facilitate collaboration among our partners to intentionally create an inclusive and equitable economy. BDC does not and shall not discriminate based on race, color, religion (creed), gender, gender expression, age, national origin (ancestry), disability, marital status, sexual orientation, or military status, in any of its activities or operations.