

TOWNSHIP OF CLARK

Ordinance No. 21-04

Adopted February 16, 2021

Introduced: January 19, 2021 Public Hearing: February 16, 2021

**AN ORDINANCE TO AMEND AND SUPPLEMENT VARIOUS SECTIONS OF
CHAPTER 3, ENTITLED ADMINISTRATION OF GOVERNMENT OF
THE CODE OF THE TOWNSHIP OF CLARK**

BE IT ORDAINED by the Governing Body of the Township of Clark that the following Sections of Chapter 3, Articles VII and VIII of the Code of the Township of Clark are hereby amended and supplemented in the following particulars:

SECTION 1: Chapter 3, Article VII, Section 3-22 is hereby supplemented to add Subsection A.(10) Department of Communications and Business Development.

SECTION 2: Chapter 3, Article VIII is hereby amended and supplemented to establish the Department of Communications and Business Development as follows:

A. Department created.

(1) There shall be established a Department of Communications and Business Development the head of which shall be known as the "Director of Communications and Business Development." The Director shall have jurisdiction over all divisions within the Department and shall serve for a term concurrent with that of the Mayor unless otherwise terminated as provided herein or by the general law.

B. Organization of Department. The Department of Communications and Business Development shall consist of the following two Divisions:

(1) Division of Communications

(2) Division of Business Development

- C. **Division of Communications.** The Division shall Manage the internal and external communications of the Township, including public relations, communication strategies and media relations.

1. Township Communications

- (a) Coordinate the development, implementation, and delivery of a comprehensive communication plans for the town
- (b) Develop, write, and edit marketing and communications materials shared with Township residents such as announcements, invitations, blog posts and social media content
- (c) Create and coordinate distribution schedules and cadence for various types of communications
- (d) Distribute through multiple modalities, email, regular postal mail, social media and web page updates
- (e) Manage Township Social Media accounts – posting and sharing to ensure that all communications and marketing material aligns with Township standards

2. Media Relations

- (a) Develop press kit materials for media outlets, including press releases, images, pitch letters, case studies, feature articles, and trend stories
- (b) Help maintain the identity and reputation of the Township
- (c) Respond to media inquiries and perform media outreach to achieve brand placement in publications
- (d) Evaluate public opinion of the Township through surveys, polls, and social media listening
- (e) Cultivate and maintain relationships with regional and local media outlets
- (f) Arrange for press conferences, interviews, and other media and event appearances for Township Officials as appropriate
- (g) Write speeches as needed
- (h) Respond to requests for information from media outlets
- (i) Seek out and cultivate news and information resources for the development of positive stories

3. Internal Township Communications

- (a) Work with Township team members to conceptualize and implement communications strategies and campaigns for various departments
- (b) Develop escalation protocols for managing communication crises, should they arise
- (c) Coordinate development and updates of website with vendors

D. **Division of Business Development.** The Division shall Promote a strong local economy by developing relationships between businesses, citizens and the Township through a variety of events, outreach and services.

1. Business Development

- (a) Serve as the liaison between new and established town businesses, business organizations and the Township
- (b) Develop, write, and edit marketing and communications materials directed at businesses
- (c) Meet with new businesses in town
- (d) Represent the town at all networking related groups; Chamber of Commerce, Rotary etc.
- (e) Explore the concept of creating a Clark Business Alliance – or similar concept
- (f) Ribbon Cutting Events for new businesses
- (g) Set up Business Networking Events
- (h) Attend regional, statewide commerce events to represent and attract business to Clark

SECTION 3: The initial salary range for the Director of Communications and Business Development, depending on qualifications is \$55,000 to \$90,000.

SECTION 4: Inconsistent Ordinances: Any ordinances of the Township of Clark which are inconsistent with the provisions of this ordinance are hereby repealed to the extent of such inconsistency.

SECTION 5: Effective Date: This Ordinance shall take effect upon adoption and publication, according to law.

Effective Date: March 10, 2021

ATTEST:



EDITH L. MERKEL, RMC
Township Clerk

APPROVED:



STEVEN M. HUND
Council President



SALVATORE BONACCORSO
Mayor

Ord21/1-19 21-04Ch3Dept-Comm&Business

	Motion to Introduce	Second	Motion to Adopt	Second	Aye	Nay	Abstain	Absent
Albanese					✓			
Mazzarella	✓		✓		✓			
Minniti					✓			
O'Connor					✓			
Smith					✓			
Toal		✓		✓	✓			
Hund					✓			
Entire Council								
TOTAL					7			