



## Job Specification

<b>Job Title: Director of Digital Inclusion</b>	<b>FLSA Type: Exempt</b>	<b>Date Established:</b>
<b>Department: Department of Information Technology</b>	<b>EEO Code: 01</b>	<b>Date Revised: 11/13/2024</b>
<b>Class Code: 11302108</b>	<b>Reports To: Chief Information Officer</b>	<b>Date Approved:</b>

### Job Summary

The City of Detroit seeks a Director of Digital Inclusion. Reporting directly to the Chief Innovation & Technology Officer, the Director plays a core role on a team charged with helping lead and execute the office’s engagement strategies, communications, and efforts across digital enablement and inclusion.

The Director is lead steward and program manager for the portfolio and works to engage the community in the full range of programs, events, partnerships, and bodies of work that advance the office’s overarching mission to permanently close the Digital Divide in the City of Detroit. A successful candidate will be a high-energy multi-tasker with experience and demonstrated success in working community groups, stakeholders, and partners; understand the critical role of engagement in driving program participation and community collaboration; have a natural connection to and passion for lifting up youth to elder constituents; and demonstrate excellent judgment and an ability to act quickly and in the best interest of the office and the City of Detroit. The ideal candidate will be resourceful, curious, creative, comfortable with current mobile/social technologies for the community, assertive with taking initiative and leading projects, hard- and fast-working, a team player, detail-oriented and have imagination and a sense of urgency about the work.

This is a unique opportunity to be part of a dedicated team passionate about – and committed to – having an immediate and lasting impact as we work to ensure true digital equity throughout Detroit.

### Essential Duties and Responsibilities *(may perform other duties as assigned)*

- Lead the daily engagement and outreach functions of the office, in close collaboration with the CIO and communications/engagement team, and within the context of the office’s strategic framework and priorities.
- Articulate and formulate messaging to convey benefits of alignment, collaboration, and partnership with City of Detroit’s digital innovations and technologies.
- Engage/inform/activate residents, leveraging office programs and partner networks as primary channels.
- Ensure consistent articulation of the office mission and narrative across engagement activities.
- Develop a digital equity and inclusion plan that ensures access to high-speed internet, access to devices, and digital literacy content for all residents.
- Ascertain digital equity needs across Detroit neighborhoods – inclusive of schools, home, and work areas.

- Manage the creation and execution of an overall strategy and plan for community outreach and engagement.
- Inform and lead the implementation of an outreach and engagement sub-strategy to focus, strengthen and maximize impact.
- Design and implement evaluation tools to measure and gauge impact, adoption, and benefits of programs.
- Monitor the success of engagement strategies and course correct as needed.
- Monitor digital literacy amongst residents, across digital tools and programs.
- Regularly analyze the local landscape to identify opportunities to collaborate with and support others.
- In coordination with the CIO, partners across City's Departments and Divisions to address digital equity gaps across initiatives and services.
- Identify and cultivate strategic partnerships to ensure key successes in the office's engagement efforts.
- Represent the office in community initiatives and at events that support our office's goals/strategies.
- Foster relationships with community residents, local nonprofit organizations, business leaders, philanthropic organizations and other stakeholders through networking and collaboration.
- Coordinate and execute key community engagement events for the office.
- Assist in grant writing and reporting.
- Build knowledge of Detroit's neighborhoods and the experiences of its residents to continuously inform our work and ensure initiatives are community-focused and responsive.

**Qualifications (required):**

- Bachelor's degree in business administration, information technology, computer science, or similar fields.
- Minimum of five (5) to seven (7) years of experience related to community engagement, public affairs and public policy.

*Equivalent combinations of education and experience may be substituted to meet the education and experience requirements of this position.*

**Qualifications (preferred):**

- Master's degree in information technology, computer engineering, public policy, or other closely related field or equivalent related experience.
- Experience working on city government initiatives.
- Experience working with city, state and federal-level datasets.
- Demonstrated interest in community organizing, ecosystem building and poverty alleviation.

**Knowledge, Skills, and Abilities**

- Strong analytical writing skills and oral communication skills; fluent in articulating, conveying message and narratives across printed, electronic, and social media.
- Strong interpersonal skills.
- Ability to build authentic relationships with racially, socio-economically and gender diverse communities.
- Ability to effectively work with people from diverse backgrounds, including age, race, ethnicity, gender identity and lived experiences.
- Understanding of the concepts of institutional and structural racism and bias, and a commitment to equity and inclusion.
- Ability to successfully navigate challenging conversations among diverse groups and build consensus.
- High level of professionalism and collaborative spirit.

- Ability to excel in time-pressured and high-energy environments.
- Ability to work a flexible schedule, to include evenings and weekends, in order to meet the needs of residents, and to be present at community functions.
- Be able to meet tight deadlines.
- Be able to manage multiple tasks simultaneously and well.
- Be driven by a sense of urgency and able to get in front of challenges by being timely, strategic, and optimal for the needs at hand.
- Be able to adapt to competing and shifting priorities.
- Bring high energy, initiative, imagination and creativity to the work.
- Communicate openly and frequently with the team and proactively share ideas and ask questions.
- Be passionate about the potential and future of Detroit and all our residents and believe in the office's mission and work.

### **Physical Demands**

The employee generally remains in a stationary position for an extended period of time operating standard office equipment which may include computers, telephones, photocopiers, and fax machines. The employee is expected to move about to accomplish tasks such as opening file cabinets and moving files. Must be able to lift, push, pull, and carry up to 20 pounds.

### **Work Environment**

Work is performed primarily in an office environment. Some work requires travel to meetings, conferences, and other work sites with exposure to seasonal weather conditions.

---

*The above statements reflect the general nature and level of work performed by employees assigned to this class. Incumbents may be required to perform job-related responsibilities and tasks other than those stated in this specification. Essential duties may vary from position to position.*

**Notes:**