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FOR IMMEDIATE RELEASE

City of Oshkosh Hires its First Communications and Engagement Manager

OSHKOSH, Wis., January 23, 2026 – Drew Bailey will begin his role on Monday, January 26, as the City of Oshkosh's new **Communications & Engagement Manager**. In this role, Bailey will lead the City's newly established communications division within the City Manager's Office, serve as the City's Public Information Officer, guide citywide communication efforts, and support the implementation of Oshkosh's Community Engagement Plan.

Bailey will collaborate closely with communications professionals across City departments to build a coordinated and strategic approach to communications—one that supports individual departmental needs while strengthening the City's overall voice and connection with the community. His work will include leveraging the City's existing communication, marketing, digital, and social media tools—while building new approaches, including ongoing website and brand enhancements—to proactively increase awareness, encourage participation, and create an engaging and consistent experience for residents.

"I'm excited about the added strategic capacity this role brings as we welcome Drew to the team," said Oshkosh City Manager Rebecca Grill. "Drew joins us as we continue to work toward a shared vision of a thriving and sustainable community that offers abundant opportunities for both work and life."

Bailey has experience leading municipal marketing and communications efforts, including serving as Director of Marketing & Communications for the City of Morgantown, West Virginia. There, he led a comprehensive citywide rebrand—developing a new logo, vision, values, and mission—and oversaw media relations, crisis communications, community engagement initiatives, and internal communications. Throughout his career, Bailey has helped organizations meaningfully increase digital engagement and strengthen their public presence. He holds a Master's Degree in Communication from Marquette University and a Bachelor's degree in Communication Studies from Utah State University.

"It's an honor to join the City of Oshkosh," Bailey said. "I'm excited to work with City leaders, staff, and residents to build strong connections, elevate the City's voice, and support meaningful community engagement. Oshkosh has a strong sense of pride and momentum, and I'm grateful for the opportunity to help share its story and support the important work happening across the city."

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