

City of San Antonio, TX

Communications and Public Engagement Director



506 Dolorosa San Antonio, TX 78204

About San Antonio, TX

The City of San Antonio is the nation's 7th largest city and is home to more than 1.5 million residents. Located in South Central Texas, approximately 140 miles from the Gulf of Mexico, San Antonio offers its residents one of the most attractive and affordable lifestyles in the country. Residents enjoy one of the lowest tax rates in the state as well as a plentiful supply of high-quality housing and low utility rates. The economy of San Antonio is an excellent mix of business services, manufacturing, health care, communications, corporate and regional offices, government, and the convention and tourism industry. San Antonio is rich in recreational and cultural opportunities and is home to the San Antonio Spurs.



City Government

San Antonio has a Council-Manager form of government with an eleven-member City Council. Councilmembers are elected by District, while the Mayor is elected at-large. The term of office for the Mayor and all members of the City are two years. The City Council appoints the City Manager, who appoints all officials in executive positions with the exception of the City Clerk, City Internal Auditor, Presiding Judge, and Municipal Judges.

The City of San Antonio has been recognized for its high level of professional management by the ICMA and National Civic League, amongst others. For ten consecutive years, the City has maintained a AAA bond rating. The Fiscal Year 2021 adopted operating budget is \$2.9 billion with close to 13,000 employees across nearly 40 departments. The City Manager's Executive Team consists of Department Directors, Assistant Directors, one Deputy City Manager, five Assistant City Managers, a Chief Financial Officer and a Chief of Staff. The City has made a commitment to advancing diversity, equity and inclusion, primarily through the formation of a citywide Office of Equity in 2017.

The Position

The Communications and Public Engagement Director is responsible for planning, managing, and overseeing the activities and operations of the City's communication and public engagement; overseeing city-wide communications to disseminate information about City policies, programs, and services to foster transparency, build trust and maintain mutually beneficially relationships with the media, public and stakeholders.

Job Functions and Responsibilities

- Assumes full management responsibility for all department services and activities and recommends and administers policies and procedures including City-wide strategic communications, media relations, social media, television production, creative services, open records and public engagement.
- Acts as a strategist, consultant and partner to other City departments, City Manager's Office, elected officials and outside agencies; explains, justifies and defends department programs, policies, and activities; and negotiates and resolves sensitive, significant and controversial issues.
- Oversees the preparation of news releases, story pitches and press events and maintains strong working relationship with key news media at the local, state and national level.
- Develops and guides other City Departments' development of information and public awareness campaigns to ensure community involvement and input in program and policy development.





Job Functions and Responsibilities continued..

- Oversees the fulfillment of Open Records request for the entire City organization.
- Oversees the management of content on the City's website.
- Manages the development and implementation of department goals, objectives, policies, and priorities for each assigned service area; establishes, within City policy, appropriate service and staffing levels; and allocates resources accordingly.
- Monitors and evaluates the efficiency and effectiveness of service delivery methods and procedures; assesses and monitors workload, administrative and support systems, and internal reporting relationships; and identifies opportunities for improvement; and directs the implementation of changes.
- Selects, motivates and evaluates department staff; provides or coordinates training and works with employees to correct deficiencies; and implements and administers disciplinary and termination procedures.
- Plans, directs and coordinates, through subordinate-level staff, the department work plan; meets with management staff to identify and resolve problems; assigns projects and programmatic areas of responsibility; and reviews and evaluates work methods and procedures.
- Manages and participates in the development and administration of the department budget; estimates funds needed for staffing, equipment, materials, and supplies; directs the monitoring and approval of expenditures; and directs the preparation and implementation of budgetary adjustments as necessary.
- Coordinates departmental activities with those of other departments and outside agencies and organizations; provides staff assistance to the City Manager, Assistant City Managers, and City Council; and prepares and presents staff reports and other necessary communications.
- Responds to and resolves sensitive inquiries and complaints from both internal and external sources.
- Reviews and signs all higher-level department communication, including ordinances and contracts.
- Attends City Council meetings, delivers presentations and answers questions and takes necessary action regarding Council agenda items.
- Provides staff support to a variety of boards and commissions; attends and participates in professional group meetings; and stays abreast of new trends and innovations in the fields of intergovernmental relations.



The Ideal Candidate

The ideal candidate will be a seasoned communications professional who can effectively execute communication plans and public relations strategies for the City through the variety of City of San Antonio communication channels. The successful candidate must have knowledge of public relations, media relations, journalism and marketing principles, practices, and techniques. They must also have knowledge, skills and abilities relating to advancing and understanding equitable communication and how the dissemination of information impacts historically marginalized communities and communities of color. The ideal candidate should be a superior writer and strategic thinker with the capacity to develop and follow through on long-range plans while managing emerging news and delivering results.

The ideal candidate should be a communications leader who is community-oriented, with exceptional interpersonal skills to help build effective relations through collaboration, adaptability, education, and mentoring. Strong knowledge of federal, state, local, and regional issues will be important for the success of this role.

The ideal candidate must be able to process information quickly and communicate complex issues and break them down into simple terms to be easily understood. The ideal candidate will have a demonstrated ability to build and maintain effective working relationships within the City as well as with media providers, federal and state consultants, and the public.

Education and Experience

Qualified candidates will have a Bachelor's Degree from an accredited college or university, and ten (10) years of increasingly responsible communications, public relations, journalism, or a related field including five (5) years of administrative or supervisory responsibility.

Salary

The City of San Antonio is offering a competitive salary commensurate with experience. The City offers generous benefits and retirement including annual and personal leave, a deferred compensation plan, relocation/moving expenses and participation in the Texas Municipal Retirement System (TMRS).

How to Apply

Interested applicants should forward a cover letter and resume to:

resumes@affionpublic.com

Reference: SACPED

Affion Public
PO Box 794 Hershey, PA 17033
888.321.4922
www.affionpublic.com



The City of San Antonio is an Equal Employment Opportunity Employer.