



A U S T I N C I T Y H A L L

THE CITY OF AUSTIN, TEXAS

SEEKS A HIGHLY SKILLED, EXPERIENCED AND VISIONARY PROFESSIONAL
TO SERVE AS ITS NEXT...

DIRECTOR OF COMMUNICATIONS

THE COMMUNITY

A vibrant and dynamic city that consistently receives accolades for its business climate, entertainment opportunities, and quality of life for residents and visitors, Austin is a superlative place to live, work, and play. One of the country's most popular, high-profile "green" and culturally rich cities, Austin was recently selected the number one Best Place to Live in the U.S. (U.S. News & World Report). In 2016, Forbes named Austin the city most likely to prosper over the next decade on their America's Cities of the Future list, and the City of Austin ranked in the top ten on the Forbes list of America's Best Employers for 2017. Austin continues to lead with its vision of being the Most Livable City in the Country, emerging as a player on the international scene with such events as SXSW, Austin City Limits, Formula 1, and being home to companies such as Apple, Samsung, Dell, and Seton Healthcare, among many others.

The Live Music Capital of the World and an emerging film center, Austin has gained worldwide attention as a hub for education, business, health, and sustainability. The City offers a wide range of events, from music concerts, food festivals, and sports competitions to museum displays, exhibits, and family fun. Austin is also home to a wonderful ballet, world-class museums, one-of-a-kind shopping, and beautiful outdoor spaces. Located at the edge of the Texas Hill Country — renowned for its rolling terrain of limestone bluffs, springs, rivers, and lakes — Austin's temperate climate is ideal for year-round jogging, cycling, hiking on the city's many trails, or swimming at Barton Springs or one of the area's many other swimming holes. There are a number of excellent golf courses in the area as well as outdoor recreational opportunities for rowing, kayaking, canoeing, camping, rock climbing, disc golf, mountain biking, and fishing.

Austin is the capital of Texas and the county seat of Travis County, with portions extending into Hays and Williamson counties. It is the 11th-most populous city in the United States and the 4th-most populous city in Texas. As of the U.S. Census Bureau's July 2017 estimate, Austin had a population of 981,035 up from 790,491 at the 2010 census and is the hub of the of the Austin–Round Rock metropolitan statistical area, which had an estimated population of 2,215,727 as of July 2017. Austin also hosts the central campus of the University of Texas System and Austin Community College System, as well as numerous other higher educational institutions.

For additional information about the City of Austin, go to the City's website at www.austintexas.gov.



GOVERNANCE AND THE CITY ORGANIZATION

The City of Austin is a dynamic, full-service municipal organization operating under the Council-Manager form of government. Austin has a 10-1 council system with an at-large Mayor and Council Members representing ten districts. The Mayor and Council Members serve in their respective seats for four years and cannot be reelected for more than two consecutive terms. The City Council appoints the City Manager who is the chief administrative and executive officer of the City. The City Manager is responsible for guiding and directing day-to-day operations as well as providing strategic research, recommendations, and management leadership to the City Council on the city budget, programs, policies, and services. The City Manager implements the organization's administrative responsibilities with a strong team of Assistant City Managers and department executives. Supported by a staff of more than 14,000 and a budget of \$4.1 billion, the City Manager and staff deliver a broad range of services to the citizens of Austin. The City Council and City Manager of Austin are committed to the mission of delivering the highest quality, cost-effective services.

THE POSITION PROFILE

Reporting to the Deputy City Manager, the Director of Communications oversees the Public Information Office (<http://www.austintexas.gov/departments/communications>) and is a key member of the City's management team, responsible for coordination of a number of external and internal communications strategies and programs. The following listing of principal duties and responsibilities of the position is representative and not intended to be all-inclusive:

- Plans, directs, coordinates, and develops information to keep the public informed about the City and its activities;
- Organizes and facilitates media events, press conferences and related special events;
- Assists news media with meetings, city decisions, policies and other items of interest to the print and electronic media;
- Attends meetings of the City Council, City Manager's Office and other city meetings;
- Plans, directs and supports pre-Council and City Council meeting rooms and audiovisual systems and room set up;
- Plans and directs the development of information to keep the public and City employees informed about overall city accomplishments;
- Represents the city at community projects and public, social and business events;
- Coordinates and activates on-going crisis communication as needed;
- Directs the activities of the city's audio/video production and broadcasting studios.

As a manager and leader, the Director oversees a staff of approximately 30 professional and support members. The Director will be an accomplished manager who can motivate, develop and encourage staff in a collaborative and compelling manner to support the city and its objectives.

OPPORTUNITIES AND CHALLENGES

- Serving as a counselor and advisor to key City officials in developing strategies that present the City and its operations and activities in the most accurate and positive light possible;
- Utilizing social media and web-based communications strategies; taking the city's use of electronic and social media "to the next level;"
- Evaluating the City's current use of communications and marketing consultants, and making recommendations as to the extent of their utilization in the future;
- Overseeing and executing of challenging and politically sensitive assignments and projects;
- Preparing of speeches, marketing materials, fact sheets, brochures, media releases and other communications tools that inform the public about City programs and events;
- Coordinating the development of manuals, fact sheets and other materials related to emergency management and preparedness.
- Coordinating with the City's Economic Development Department to develop and execute marketing programs aimed at enhancing Austin's profile for business retention, attraction and redevelopment purposes.

CANDIDATE PROFILE

The position of Director of Communications for the City of Austin is a high profile leadership role with a number of key expectations and abilities necessary for success. The City is seeking a Director with:

- A polished, articulate, succinct, and clear communications style, adaptable to the audience and/or subject at hand.
- High personal energy, a positive approach, and self-confidence.
- A commitment to communicating with all levels of the community, elected officials, and the City organization consistently, accurately, and in a timely manner. Highly developed presentation and listening skills are essential.
- An active level of involvement in professional media and communications organizations and a willingness to maintain a high level of professional networking in order to remain on the cutting edge of public sector communications and marketing practices.
- An approachable, friendly, open and participatory management, and interpersonal style, open to and respecting diverse input from others.
- The ability to anticipate problems, identify alternative courses of action and prepare proactive recommendations, as well as to advocate, defend, and support those recommendations before City Council and the management team.
- The ability to effectively and succinctly articulate City-related issues, goals and objectives to elected officials, key City staff and fellow department directors and the public in an engaging manner.
- The ability to effectively delegate authority and responsibility while maintaining appropriate levels of accountability, operational control, and personal involvement is essential.
- The ability to manage budgets and resources in a cost-effective manner and the capacity to be creative in maximizing available resources through grants, intergovernmental cooperation, utilization of volunteers, and balanced prioritization of needs and resources.
- Competency with technological resources and social media, having a thorough working knowledge of their role in increasing visibility and accessibility of city operations and activities to the public and the media.
- The ability to work as a team player; valuing diversity, cooperation, collaboration, and mutual respect at all levels.

Other required personal characteristics include:

- Outstanding interpersonal and “people” skills, including the ability to say “no” gracefully.
- Initiative, resourcefulness, creativity and problem-solving ability.
- An understanding of the political process while avoiding personal involvement in political issues.



Strategic Outcomes and Indicators

The City Council adopted six Strategic Outcomes and Indicators in March of 2018. Director of Communications reports through the Deputy City Manager for the Government that Works for All outcome. The Director of Communications will be responsible for supporting cross-departmental issues and involving stakeholders as it relates to the communication across all outcomes.



EDUCATION AND EXPERIENCE

Required education will include a Bachelor's degree with major coursework in Communication, Journalism, Public Information, or a closely related field, plus six years of experience in public information activities. Two of those years should be in a supervisory, or management, capacity. Experience may substitute for education, with a maximum substitution of two years. A Master's degree may substitute for education, with a maximum substitution of two years.

COMPENSATION AND BENEFITS

Salary is negotiable depending on qualifications. The City of Austin offers an excellent benefits package including the following major areas:

- Retirement: The City of Austin Employees' Retirement System (COAERS) is a defined benefit pension plan with vesting after five years of continuous service. For additional information, call the Pension Office at (512) 458-2551.
- Insurance: The City provides excellent insurance plans for employees including health, dental, life, short- and long-term disability, and vision coverage.
- Holidays: 13 holidays per year are observed (11 official and 2 personal).
- Vacation: Accrual rate of 7.67 hours per pay period (23 days per year); Payment of unused personal leave upon resignation or retirement is limited to 240 hours.
- Sick Leave: Accrue 1 day per month; unlimited accrual.
- Relocation assistance and temporary housing are available.



APPLICATION AND SELECTION PROCESS

Qualified candidates please submit your resume online by visiting our website at <https://springsted-waters.recruitmenthome.com/postings/2257>. This position is open until filled; however, interested applicants are strongly encouraged to apply not later than **March 4, 2019**. Resumes will be screened against criteria outlined in this brochure. Final interviews in Austin will be offered by the City to those candidates named as finalists, with reference checks, background checks, and academic verifications conducted after receiving candidates' permission. For more information please contact Chuck Rohre at crohre@springsted.com or 214-466-2436.

The City of Austin is an Equal Opportunity Employer and values diversity at all levels of its workforce.

Under Texas legislation regarding access to public records, information from your resume may be subject to public disclosure.



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