



STAFF REPORT
City of Dripping Springs
PO Box 384
511 Mercer Street
Dripping Springs, TX 78620

Submitted By: Lisa Sullivan, People & Communications Director
Chase Winburn, Human Resources Director

Council Meeting Date: May 19, 2026

Agenda Item Wording: Approval of the job title change of the Content Marketing Specialist to Marketing Coordinator. *Sponsor: Mayor Pro Tem Taline Manassian*

Agenda Item Requestor: Lisa Sullivan

Summary/Background: This a proposed change in job title from **Content Marketing Specialist** to **Marketing Coordinator**, reflecting how the position has naturally evolved over time. While the role originally emphasized content development, it now supports a wider range of marketing and coordination activities, particularly related to Citywide events and community engagement efforts. The position regularly works with multiple departments to plan, promote, and support City-sponsored events, manage timelines, and ensure consistent messaging across various platforms. The updated title more accurately describes the day-to-day responsibilities and collaborative nature of the work.

Using the **Marketing Coordinator** title also aligns the position with commonly used classifications in municipal government and peer agencies, providing clearer expectations for recruitment and internal understanding. As the City's outreach and event programming have expanded, the role has become a key point of coordination rather than a solely content-focused position. This administrative adjustment improves clarity and accuracy without changing the overall purpose of the position, and in addition, has no fiscal impact.

**Commission
Recommendations:**

**Recommended
Council Actions:** Recommended approval

Attachments:

Marketing Coordinator Job Description,
Proposed People and Communications Organizational Chart

Next Steps/Schedule:

City Administrator will finalize the approved job description and send letter to employee regarding title change.