



DRIPPING SPRINGS
Texas

PEOPLE & COMMUNICATIONS DIRECTOR FULL-TIME EXEMPT

A. GENERAL PURPOSE

Directs internal and external marketing, communications, and public relations for the City. Oversees the visitors and tourism division. Under direction of the City Administrator, develops, manages, and coordinates comprehensive culture and employee engagement programs that connect employees and departments with the City's vision and values, that includes, recognition, wellness, team-building, professional development, and training.

B. ESSENTIAL DUTIES AND RESPONSIBILITIES

COMMUNICATIONS:

1. Oversees all marketing and communications for the City, working with City Leaders and Division/Department heads on their marketing/communications goals and visions. This includes but is not limited to external & internal communications, press relations, branding, graphic design, website design and content, social media content, promotions, and advertising.
2. Acts as the City's primary communications contact with the media and public by establishing proactive media and community relations; writing, reviewing, and editing of news releases, newsletters, emails, articles, postings, fact sheets, brochures, speeches, and other literature under the supervision of the City Administrator.
3. Exercises discretion and independent judgment with respect to matters related to communications and media responses.
4. Develops, implements, and maintains effective public information programs and public relations activities.
5. Establishes a good working relationship with the media and public by answering queries promptly, arranging interviews, assisting the City Secretary with Public Information Act requests, and being present at community events, etc.
6. Is the lead on all branding of products, services, programs, events, and City entities.
7. Maintains website, social media, and City data and calendars up to date and distributed in a timely manner.

8. Reviews, edits, and approves outgoing communications with the general public to ensure the messages are consistent, information is accurate, and any policies are followed throughout all pieces.
9. May work non-traditional work hours for presence at various special events and City meetings.
10. Collaborates on the development and execution of marketing and communication plans and policies for various media and information campaigns.
11. Assists with the organization, coordination, and administrative duties related to special events sponsored by the City, such as the Founders Day Festival and Christmas on Mercer Street.
12. Oversees and develops content for City's website, social media, marketing, and advertising.
13. Provides oversight and regular evaluation of the quality and effectiveness of City communications channels and vehicles, as well as develop and implement plans for improvement.
14. Seeks opportunities to inform and educate the public about the City and its programs and services through marketing and communication tools.
15. Maintains continuous contact with vendors such as photographers, graphic designers, printers, and others used by the City in the development and distribution of printed materials and other communication tools.
16. Supervises the work of the Content Marketing Specialist. Performs employee performance reviews. Provides other reviews/disciplinary measures as needed.

TOURISM:

1. Oversees the Tourism Department of the City. Supervises the Tourism Manager, and works with the manager to plan, direct, organize, and coordinate the promotion of Dripping Springs as a tourist destination.
2. Works with Tourism Manager and other Dripping Springs Visitors Bureau employees on strategic marketing plan and implementation. Evaluates, develops, and standardizes procedures and methods to improve the efficiency and effectiveness of the current City tourism related programs, projects, and activities; as needed, develops new strategies, programs, and policies that promote responsible tourism.
3. Builds tourism-related revenues through the effective use of strategic planning, leadership skills, community assets, industry knowledge and relationships, and evolving tourism practices.

4. Develops and recommends an annual tourism budget. Upon approval of budget, operates within that budget.
5. Manages the Destination Dripping Springs brand. Oversees marketing plans and analytic reports. Connects the Destination Dripping Springs Brand with the City Brand but keeps them separate entities.
6. Oversees the running of the Dripping Springs Visitor Center, working with other departments on maintenance, IT, and other needs.
7. Acts as liaison with the community including local tourism partners, Dripping Springs Visitors Bureau Advisory Board, Dripping Springs Chambers of Commerce, local organizations, and professional tourism organizations, as well as with surrounding Hill Country tourism partners.
8. Supervises the work of the Tourism Manager. Performs ~~and~~ performance reviews. Provides other reviews/disciplinary measures as needed.

CULTURE/EMPLOYEE ENGAGEMENT:

1. Serves as a strategic partner with leadership and employees to support high performance in City departments and achieve organizational goals. Oversees employee culture and engagement, acting as a steward of our culture and reinforcing the City's core values, by recommending and executing best practices that help shape the experience and structure needed to optimize the City's culture. Monitors and reports on employee experience and engagement. Fosters a positive work environment to help ensure employees are committed to City's goals and values.
2. Connects and reflects our culture in our branding, marketing, and communications. Helps City leaders build high-performing teams that embody our visions and core values through programs, training, team-building, recognition programs, and professional development.
3. Communicates the City's culture goals through internal communications, staff meetings, and one-on-ones. With City Leaders, fosters a culture of innovation when it comes to problem solving and overcoming challenges facing the City. Facilitates open and transparent communication.
4. Conducts employee engagement surveys and focus groups and utilizes data from surveys and other teammate feedback to identify trends, issues, and areas for improvement.
5. Provides programs, resources, and coaching to leaders and employees on strategies to build engagement and enhance the employee experience. Supports employee professional growth through training and development programs to improve and enhance team and/or individual

performance. Trains managers and leaders on how to engage their teams effectively and create a supportive environment.

6. Develops and oversees employee recognition and wellness programs.
7. Recommends changes in personnel policies and procedures related to employee relations, engagement, and wellness.
8. Participates in new hire employee orientation sessions, incorporating culture and engagement in the onboarding process.
9. Works with the Human Resource Director on developing and implementing strategies for employee recruitment and retention.
10. Provides support to Human Resource Director on mediating conflicts and addressing grievances to maintain a harmonious work environment.
11. Organizes engagement events and activities such as quarterly meetings, retreats, social gatherings to build community and connection among employees.
12. Creates and maintains intranet.
13. Travels to various destinations in and out of the City.
14. Performs other tasks as assigned by City Administrator and Deputy City Administrators.
15. Supervises the work of the Administrative Assistant and Receptionist, and direct reports in the Communications and Visitors Bureau departments. Performs employee performance reviews. Provides other reviews/disciplinary measures as needed.

C. EDUCATION & EXPERIENCE

Must possess a Bachelor's degree in Journalism, Public Relations, Communications, Public Administration, or a closely related field. Must have at least eight (8) years of increasingly responsible work in a management capacity in the Communications, Marketing, and Employee Experience fields. Previous work experience for a city or other governmental entity preferred.

D. NECESSARY KNOWLEDGE, SKILLS, AND ABILITIES

1. Able to use tools and equipment listed below.
2. Ability to establish and maintain effective working relationships with employees, City Officials, media, and general public. Strong verbal and written communication skills;

ability to understand and relate to employees' needs and concerns; ability to design engaging programs and initiatives.

3. Typing, filing, sorting, postings of documents.
4. Skill, tact, and diplomacy as liaison between Mayor, City Council, staff, State and County officials, media, and general public.
5. Maintain confidentiality.
6. Ability to use Facebook, Instagram, LinkedIn, and other social media programs effectively as directed by the City Administrator and Deputy City Administrator.

E. TOOLS AND EQUIPMENT USED

Personal computer, including word processing and spreadsheet software; 10-key calculator; phone; and copy machine.

F. SPECIAL REQUIREMENTS

1. A valid state driver's license.
2. While performing the duties of this job, the employee is required to sit for extended periods of time and communicate orally with others. The employee is occasionally required to move around City Hall and around different sites within the City.

G. WORK HOURS

Core work hours are between 8:00 am and 5:00 pm, including one hour for lunch, Monday through Friday, except holidays as determined by the City Holiday Calendar. Non-traditional work hours may be required and shall be coordinated with the City Administrator or Deputy City Administrators. This is a full-time exempt position and eligible for compensatory time off as described in the DRIPPING SPRINGS PERSONNEL MANUAL. Any compensatory time performed must be preapproved by the direct supervisor.

H. SALARY

Pay range is \$XX to \$XX annually. Salary is commensurate with the position. Pay days will be the days as listed in the current CITY OF DRIPPING SPRINGS PERSONNEL MANUAL.

I. BENEFITS

Benefits shall be in accordance with those outlined in the CITY OF DRIPPING SPRINGS PERSONNEL MANUAL, as may be modified by the employee's offer letter and subsequent revisions to the Manual.

J. EQUAL OPPORTUNITY EMPLOYER

The City's employment decisions are made without regard to race, color, religion, sex, age, national origin, sexual orientation, handicap, or marital status. Discrimination or harassment against any person in recruitment, examination, appointment, training, promotion, discipline, or any other aspect of personnel administration because of political or religious opinions or affiliations, membership, or non-membership in employee organizations, or because of race, color, national origin, age, disability, veteran status, sex, or marital status is prohibited. To discuss an accommodation, please contact the Human Resource Director at (512) 858-4725.

***Please note:** This Position Description is not a contract, and shall not be construed to alter an employee's at-will relationship. The terms and conditions of any employee's position with the City may be altered by the City Council at any time. To the extent reasonably possible, this Job Description, the Personnel Manual, and the employee's Offer Letter shall be read together in harmony. If there are conflicts between this Position Description, the Personnel Manual, and the employee's Offer Letter, the most specific term or condition of employment shall govern.*