



**Date:** June 27, 2023  
**To:** Scott Huizenga, Interim City Manager  
**From:** Joanna Merrill, Director of HR & Communications

## **Justification of New FTE – Communications Manager**

For the FY 2023-24 Proposed Budget, the Human Resources and Communications Department requests the addition of a new Communications Manager. The Communications side of this department has grown rapidly in the last year regarding its scope of services. A managerial position is needed to ensure project delivery continued success per City Council direction. This position will also serve to alleviate bandwidth constraints on the Human Resources side of this department to create and update processes and programs.

### **What circumstances have changed significantly since the previous budgets were finalized to justify a position change request?**

During FY 2018-19, the City Council approved one new position to handle daily functions related to Human Resources along with the addition of a split function for Communications. At that time the communications scope of services only included managing the City's only social media platform (Facebook) and updating documents on the City website. Since that time, there has been a significant shift regarding the importance of enhancing communications efforts from members of the community and City Council.

As a result, the Communications Department has grown from needing a bandwidth of 0.5 of an FTE to what equates to one full-time position and two 0.5 positions over the course of only four short years. The Human Resources and Communications team has managed to enhance or add services such as community outreach, developing working relationships with media, extending social media presence through additional platforms that require content, creation, and management, and implementing new projects as a part of the strategic action plan.

While staff have been able to manage the enhanced service requests, the current staffing model of splitting time and resources between Human Resources and Communications is not and has not been sustainable throughout the course of this fiscal year. There are important internal HR projects such as the update to the Employee Handbook that we have had to manage around or have had to set aside as a result of the increased demand for rapid communications changes and new requests.

Without the assistance of a Communications Manager, strategic action plan projects in both departments may not proceed on time and on budget. The addition of a Communications Manager will provide the specialized knowledge and skillsets needed to ensure that those targets are achieved.



**If this is a new position, please include a description of the location where the desk/work location will be.**

The new position may require the Multimedia Communications Officer and the Communications Manager to have a joint office. This would require relocation of other offices.

**Include any additional startup costs, if any.**

Computer, Monitors, Keyboard, Mouse, Webcam, Soundbar = \$2,000

Desk Phone = \$300

City Cell Phone = \$1000

Desk Furniture & Chair = \$1500

**Describe why this position will, or will not, be needed in future budget years?**

The Communications Department and its services have been a large focus for the City Council in recent years and this position will be needed for the foreseeable future to plan, manage, and continue the enhancement of services. The projects currently proposed in the strategic action plan will act as the foundation by which this department will be able to properly and proactively support all other departmental initiatives in future years. As large CIP and departmental SAP projects continue to be planned and budgeted for there will continue to be an increased need for developing educational, marketing, and feedback communication opportunities.

**How do you plan to fund this position creation or reclassification increases in your budget?**

The position will be split between the General Fund and the Enterprise fund, but at this time there are no cost savings within the current HR & Communications budget for this position. We would request that Council approve an increase in the current budget for this position.



## CITY OF FAIR OAKS RANCH

### Position Description

<b>Job Title:</b>	Communications Manager
<b>Department:</b>	Human Resources / Communications
<b>Pay Grade:</b>	27
<b>Reporting Manager:</b>	Director of Human Resources and Communications
<b>FLSA:</b>	Exempt

#### **Overview:**

Under minimal supervision the purpose of this position is to implement and enhance the day-to-day operations of the City's internal and external communication program. This position will serve as the project manager for the department and will execute various tasks related to marketing, communications, public relations, and multimedia. It will be responsible for branding, writing, editing, traditional media, social media, along with website and graphic design initiatives. This position will also play a critical leadership role within the Communications Department.

#### **Essential Duties and Responsibilities:**

- Develops comprehensive communication strategies based on business plans by identifying and evaluating appropriate methods to reach targeted markets. Methods may include targeted e-mail, social networks, web page updates, surveys, video, video production, or other methods.
- Contributes to and implements a strategic operating plan by analyzing statistics, identifying issues requiring change, and determining cost-effective methods to address them.
- Manages the production of various media content materials distributed to the public, including concept design, layout, writing, copy editing, and printing or publishing.
- Responsible for managing special projects, developing new projects and activities to promote good public relations that enhance the image of the City.
- Designs and executes appropriate strategies concerning communication opportunities through direct partnerships with staff, managers, directors, and City Council.
- Identifies and evaluates trends from review of internal and external data to assist in the creation and preparation of the departmental budget.
- Oversees the City's online strategy, which includes providing content for the City website and social media assets.
- Supervises the personnel management of one employee including motivation, project assignments, discipline, grievances, and formal performance evaluations.
- Prepares and maintains reports necessary to carry out the functions of the department along with periodic reports for management as requested to track strategic accomplishments.



- Stays up to date on industry knowledge including legal and technical changes.
- Evaluates potential communications strategies to determine effective delivery methods, evaluates existing and potential software to determine whether upgrades or replacements are needed and whether existing systems are optimized.
- Attends committee meetings and public gatherings to coordinate and assist in optimizing campaigns and communication efforts.
- Regular and consistent attendance for the assigned work schedule is essential.
- Performs other duties as assigned.

### **Minimum Qualifications:**

- Valid Texas Class C Driver's License
- Bachelor's Degree in Communications, Journalism, Public Relations, Marketing, or a related field from an accredited college or university.
- Five years of increasingly responsible, professional level experience in journalism, mass media communication, marketing, public relations, or public information.
- Two years of experience managing personnel.
- Experience to include any combination of creative/journalistic writing experience, interview experience, and presentation experience.

### **Preferred Qualifications:**

- Public sector, higher education, corporate, public relations agency experience is preferred.
- Experience with the latest outreach, engagement technologies, and interactive media is highly desirable.
- Experience designing programs and writing or modifying code.
- Any work-related experience resulting in acceptable proficiency levels in the above Minimum Qualifications is an acceptable substitute for the specified education and experience requirements.

### **Knowledge, Skills & Abilities:**

#### Knowledge of:

- Business concepts, terminology, principles, and practices to manage an effective communications program.
- Effective time management skills with the ability to handle multiple deadlines while reporting breaking news.
- Government regulations, rules, and procedures including Texas Open Meetings Act (TOMA), and the Texas Public Information Act (PIA).

#### Ability to:

- Work under minimal supervision; exercise initiative, professional judgement, decision making, time management, and organizations skills.



- Develop videos and interactive content using productions skills.
- Establish and maintain collaborative working relationships.
- Exercise discretion when handling sensitive and confidential information.
- Work flexible hours, including evenings and weekends, as needed.

**Skilled in:**

- Strong verbal and written communication skills using various tones and formats to present information across multiple platforms and venues.
- Strong analytical and research abilities to obtain information from varying sources.
- Collaboration with others to gain information, resolve problems, and garner support.
- Execute existing guidelines, recommend, and create new approaches as needed
- High level of accuracy and attention to detail.

**Physical Demands:**

- Regularly requires sitting, talking, hearing, visual acuity to read print and digital sources, standing, walking, manual dexterity, use of hands to finger, handle, or feel objects, tools, and controls.
- Must be able to walk, stand, stretch, bend, twist, stoop, kneel, and operate equipment.
- Hearing and speech to communicate in person and over the telephone.
- May require frequent lifting, lowering, pushing, pulling, or moving 20-30 lbs. and occasionally up to 50 lbs.

**Work Environment:**

- 75% of work will be performed indoors at the office
- 25% of work will be performed outdoors or in the field.
- Subject to outside weather conditions

The City of Fair Oaks Ranch provides equal employment opportunities to applicants and employees without regard to race, color, religion, sex, sexual orientation, gender identity, national origin, protected veteran status, or disability.

<http://www.dol.gov/ofccp/regs/compliance/posters/ofccpost.htm>.

Please note that job application deadlines will vary by position. The ability to enter and submit an application will not guarantee that the position is still open and that your application will be reviewed and considered. If you have questions regarding a specific job application deadline, please email [hr@fairoaksranchtx.org](mailto:hr@fairoaksranchtx.org) (for internal candidates – contact the hiring manager).

---

Employee Signature

Date

Effective: June 2023



**Physical Demands & Working Conditions**

Activity	Constant	Frequent	Occasional	Not Required	Activity	Constant	Frequent	Occasional	Not Required
Ability to Hear (with/without aid)	X				Pulling – Hand Over Hand		X		
Ability to See (with/without aid)	X				Pulling – Straight		X		
Bending		X			Pulling – Light (under 15 lbs.)	X			
Carrying – Light (under 15 lbs.)	X				Pulling – Moderate (15 – 44 lbs.)		X		
Carrying – Moderate (15 – 44 lbs.)		X			Pulling – Heavy (45 lbs. and greater)			X	
Carrying – Heavy (45 lbs. and greater)			X		Pushing – Light (under 15 lbs.)	X			
Chemical Hazards				X	Pushing – Moderate (15 – 44 lbs.)		X		
Climbing			X		Pushing – Heavy (45 lbs. and greater)			X	
Counting		X			Reaching above Shoulder	X			
Crawling			X		Reading	X			
Depth Perception	X				Sitting	X			
Dust/Mites Hazards				X	Standing	X			
Electrical Hazards				X	Stooping		X		
Grasping – Dual Simultaneous	X				Temperatures – Extreme Cold			X	
Grasping – Simple	X				Temperatures – Extreme Heat			X	
Heights			X		Temperatures – Extreme Shifts			X	
Identify Colors	X				Twisting		X		
Kneeling		X			Walking	X			
Lifting – Light (under 15 lbs.)	X				Wet Hazards			X	
Lifting – Moderate (15 – 44 lbs.)		X			Working Alone		X		
Lifting – Heavy (45 lbs. and greater)			X		Working Indoors		X		
Mechanical Hazards			X		Working Outdoors			X	
Noise - Extreme			X		Working on Scaffolding or Ladders			X	
Operating Forklift				X	Writing	X			
Operating Heavy Equipment				X					
Operating Motor Vehicle		X							
Operating Office Equipment	X								

Communications Mgr.

<b>Fair Oaks Ranch Benchmark Cities</b>					
	Min	Mid	Max	Actual	
Alamo Heights	N/A	N/A	N/A	N/A	
Boerne	\$68,473.60	\$85,592.00	\$102,710.40	\$76,502.40	Digital Managing Editor
Cibolo	\$72,593.95	\$90,742.44	\$108,890.93	\$85,000.24	Communications Manager
Fredericksburg	\$78,486.06	\$96,537.84	\$114,589.62	\$88,504.00	Public Information Officer
Granbury	\$64,545.00	\$80,682.00	\$96,818.00	\$89,040.38	Communications Manager
Helotes	N/A	N/A	N/A	N/A	
Lakeway	\$98,759.00	\$123,448.00	\$148,138.00	N/A	Director of Communications
Leon Valley	N/A	N/A	N/A	N/A	
Live Oak	N/A	N/A	N/A	N/A	
Marble Falls	\$60,593.00	\$73,924.00	\$87,230.00	\$85,279.00	Communications Mgr - reports to Police Chief
Trophy Club	N/A	N/A	N/A	\$108,076.80	Communications & Marketing Director
San Antonio	\$72,126.60		\$109,993.00	\$93,138.36	Public Relations Manager
	\$73,653.89	\$91,821.05	\$109,767.14	\$89,363.03	