



CITY OF JONESBORO, GEORGIA COUNCIL
Agenda Item Summary

COUNCIL MEETING DATE:
 07/07/25 Work Session

Requesting Agency (Initiator)
 Administration

Sponsor(s)
 Administration

Item Title: Council to consider approval of a part-time communication/media position.

Requested Action (Identify appropriate Action or Motion, purpose, cost, timeframe, etc.)
 Staff is requesting approval

Requirement for Board Action (Cite specific Council policy, statute or code requirement.)

Is this Item Goal Related? (If yes, please describe how this Action meets the specific Board Focus Area or Goal.) Yes

Summary and Background (First sentence includes Agency recommendation. Provide an executive summary of the Action that gives an overview of the relevant details for the item.)
 The City inquired whether the Council would be open to hiring additional support such as a part-time Communication & Social Media Specialist at 20-25 hours per week. This would enable City staff to work more efficiently by concentrating solely on communication and social media responsibilities.
 In preparation, Mayor Sartor asked staff to draft a job description for a media communications role.

Fiscal Impact (Include projected cost, approved budget amount and account number, source of funds, and any future funding requirements.)
 Improved Public Engagement: A well-managed communication strategy can increase community participation in programs, events, and public meetings—potentially reducing costs related to outreach or misinformation.
 A strong digital presence can attract businesses, tourists, and new residents, indirectly boosting local revenue.
 Efficiency Gains: Centralizing communication efforts can free up time for other staff and reduce duplication of effort across departments.

Exhibits Attached (Provide copies of originals, number exhibits consecutively.)

- Job Description

Staff Recommendation (Type name, Title, Agency and Phone number.) Staff recommends approval.

FOLLOW-UP APPROVAL ACTION (City Clerk)		
Typed Name and Title	Date	
Signature	City Clerk's Office	