



MEMO

HUMAN RESOURCES

To: Finance and Personnel Committee
From: Shanon Swaney, Human Resources Director
Date: October 16, 2023
Re: Communications Position Discussion

During the City's strategic planning process, the need for enhanced internal and external communication was identified. This was outlined in the proposed strategic plan as one of the three main objectives, with tactics of enhancing communication with the council, enhancing internal communication, and enhancing external communication.

Currently, the City shares a Communications Coordinator with Kaukauna Utilities who spends 20 hours per week at each organization.

As part of the 2024 budget process, staff are proposing a shift from a shared communications position to a full-time Marketing and Communications Manager dedicated to the City. Some primary functions of this position would be the development and execution of internal and external communications processes and procedures, the execution of strategic objectives and tactics specific to communications, the development and refinement of City branding and marketing materials, and providing guidance to staff and Mayor with public relations.

A copy of the proposed job description is attached for your review.