



COMMUNICATIONS DIRECTOR
City of Pflugerville, TX

About Pflugerville, TX

Pflugerville, Texas is a vibrant, growing community, the second-largest city in Travis County next to the state capital of Austin and the Trail Capital of Texas. The City covers more than 23 square miles and offers beautiful trails, diverse shopping options and high-quality schools. Over the last decade, the City's considerable growth rate has created abundant cultural, entertainment and recreational opportunities. Pflugerville's more than 79,000 residents enjoy living "where quality meets life."

Pflugerville is growing rapidly as evidenced by a 187% population growth since 2000 and more than \$1B in capital improvement projects planned within the next 5 years. The City has also had an influx of large employers. Most recently, the City opened its doors to an Amazon Fulfillment Center, Costco, Living Spaces Fulfillment Center, Baylor Scott & White Hospital and PepsiCo.

Pflugerville's qualities have been recognized and honored with several awards and accolades. In 2020, Pflugerville ranked #70 on Livability's top 100 places to live for small to mid-size cities. The City has earned Scenic City recognition from Scenic Texas because of its model standards for design and development of public roadways, beautiful trails and continuous efforts to diversify the urban forest and streetscapes. "Pflugerville is as pfun as they come, and according to a new study by SmartAsset, it's one of the most livable small U.S. cities too. The North Austin suburb ranked No. 31 in SmartAsset's list of 275 small American cities and was the only Texas city to make the top 50.

The Communications Department is recognized regionally and nationally with a total of 78 awards received in the last 15 years. Recent accolades include recognition for social media campaigns from City County Communications and Marketing Association (3CMA), Texas Association of Municipal Information Officers Award of Excellence for best social media campaign, and a HERMES Creative 2024 Gold Award for Explore Pflugerville Tourism Rebrand.





City Government

The City of Pflugerville was incorporated in 1965 and operates under a Home Rule Charter with a Council-Manager form of government. The City Council is comprised of a Mayor and six (6) Councilmembers elected at-large on a non-partisan basis for staggered, three-year terms.

The City Council, as policy makers, appoints a City Manager to manage the day-to-day operations.

The City Manager is responsible for administering the affairs of the City in accordance with City Council policies and federal and state laws in all matters including the City's utilities, finance, human resources, public works, planning, engineering, building, police, parks & recreation, library and several other departments with 426 fulltime employees and an operating budget of \$126 million.

The Position

Under general administrative direction, this position establishes, manages and implements effective communications and public involvement strategies to provide timely, accurate, and understandable information to the community. The Communications Director is responsible for overseeing and coordinating citywide communications messages and public information programs, expanding communication resources for outreach to the city and residents using existing and new technology and media, overseeing the implementation of citywide information programs, and management of the Explore Pflugerville tourism program. The Communications Director must apply a significant degree of initiative and independent judgment, as the Director interfaces frequently with City management, City Council, the media and other City staff to present recommendations and administer both public and internal communication information programs. The Communications Department manages City's media relations, social media presence, city websites, public access and video programming, police emergency operation center communications and the city's tourism efforts and outreach.



Essential Functions and Responsibilities:

- Supervise communications division and oversee coordination of messages via Pf Connect communications channels including the city website, social media accounts, video and special events.
- Continuously evaluate effectiveness of communications campaigns and coordinate ongoing city messaging with clear information to the public.
- Advise members of the City Manager's Office (CMO), Mayor, City Council and top management staff on communications strategies, policies, procedures and issues.
- Coordinate implementation of the city's communications plan and link communications initiatives to the City Council's Strategic Plan and goals.
- Develop, facilitate and assist with implementing strategic approaches to emerging issues.
- Oversee the coordination of design, production and distribution of city publications to heighten awareness of city services, programs and initiatives ensuring all materials follow city branding and key messaging.
- Assist other departments with communications strategies. In an emergency, serves in Emergency Operations Center and provides emergency message support.
- Manage and coordinate cable access channel content, including public service announcement notices, Pflugerville Pfocus scripts and filming, and promotional videos.
- Serves on county-wide communications teams to assist with Travis and Williamson County regional communications efforts.
- Attend, represent and/or coordinate with CMO at community functions, open houses, community meetings, civic organizations, and governmental groups; prepare and present presentations regarding city programs.
- Work with CMO, staff, and City Council on communication strategies such as coordinating plans, and writing columns, letters, and speeches, and communication programs.
- Attend conferences, trainings, and other meetings to stay current with successful practices in communications, engagement and learn new skills.
- Oversee the Explore Pflugerville tourism program to grow Pflugerville's tourist presence and maximize the use of Hotel Occupancy Funds to attract tourists to Pflugerville.

Knowledge, Skills, and Abilities

- Knowledge of public opinion research techniques and various methods of application in governmental issues
- Knowledge of print, electronic, radio/television, and social media used to distribute public information
- Knowledge of Public Information Act, its application and compliance requirements.
- Knowledge of best practices related to crisis communication and emergency operations.
- Skill of word processing, spreadsheet, website development, and data inquiry software.



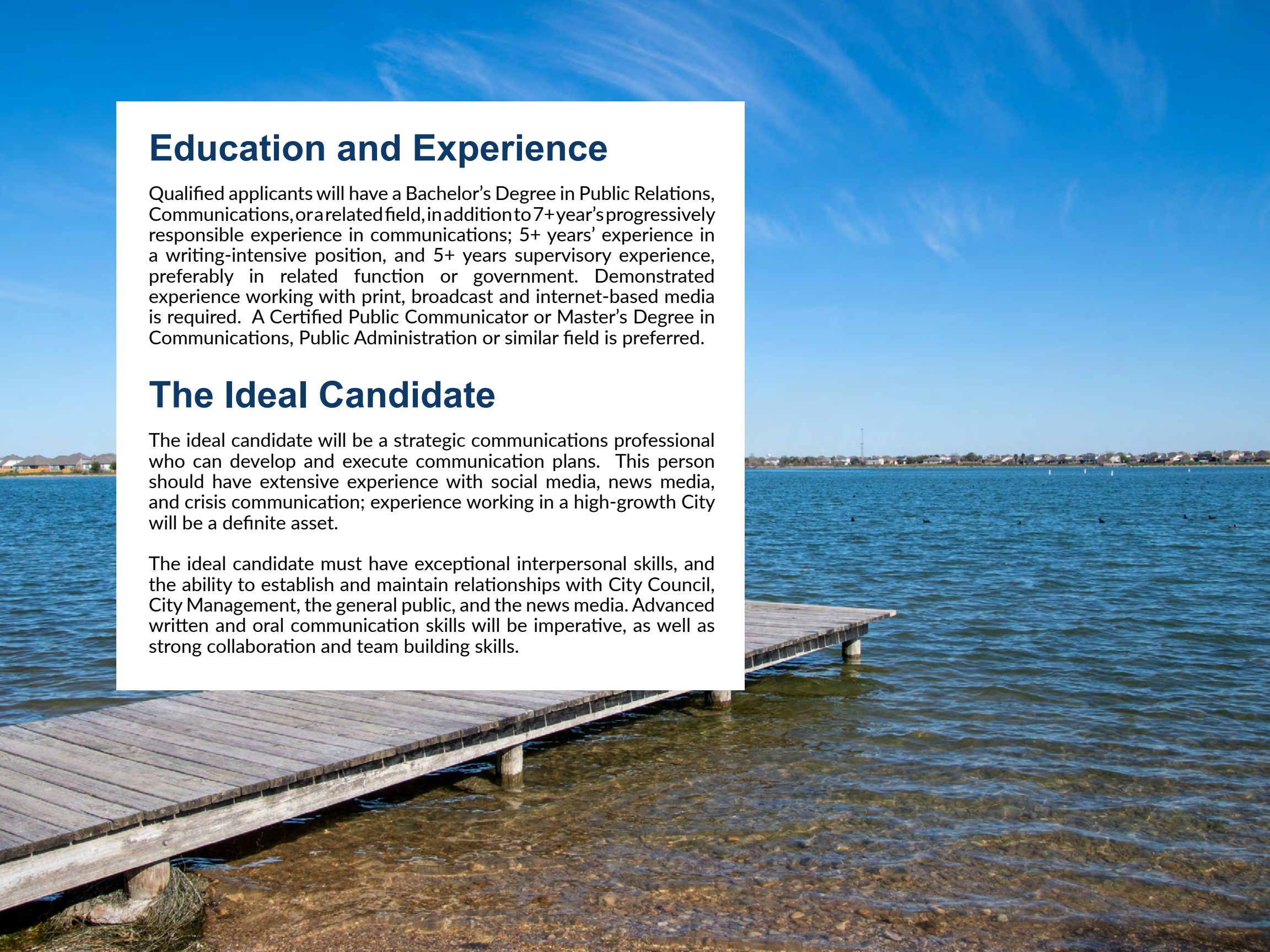
Education and Experience

Qualified applicants will have a Bachelor's Degree in Public Relations, Communications, or a related field, in addition to 7+ years' progressively responsible experience in communications; 5+ years' experience in a writing-intensive position, and 5+ years' supervisory experience, preferably in related function or government. Demonstrated experience working with print, broadcast and internet-based media is required. A Certified Public Communicator or Master's Degree in Communications, Public Administration or similar field is preferred.

The Ideal Candidate

The ideal candidate will be a strategic communications professional who can develop and execute communication plans. This person should have extensive experience with social media, news media, and crisis communication; experience working in a high-growth City will be a definite asset.

The ideal candidate must have exceptional interpersonal skills, and the ability to establish and maintain relationships with City Council, City Management, the general public, and the news media. Advanced written and oral communication skills will be imperative, as well as strong collaboration and team building skills.



Salary

The City of Pflugerville offers a competitive salary commensurate with qualifications and experience. The position also includes employer paid healthcare, dental, vision, and life insurance. The City has 11 paid holidays per year with 24 hours of personal holiday leave, along with 12 days of sick and 15 days of vacation time.

The City participates in Texas Municipal Retirement System (TMRS) at an employee deposit rate of 7% with a City match of 2:1 and five (5) year vesting. The City also offers additional retirement options through MissionSquare Retirement (formerly ICMA-RC). Relocation assistance may be available.

How to Apply

Interested applicants should forward a cover letter and resume to:

resumes@affionpublic.com

Reference: PACD24

Affion Public
PO Box 794
Hershey, PA 17033
888.321.4922
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