



COMMUNICATIONS AND MARKETING DIRECTOR

CITY OF GRAND PRAIRIE, TEXAS

Recruitment Services Provided By



The Opportunity

The City of Grand Prairie, Texas is offering an outstanding career opportunity for a dynamic and creative individual who desires to serve in a thriving community where a contemporary brand identity and the use of diverse methods to promote community communication and engagement will be significant performance drivers for the City's next Communications and Marketing Director.

About Grand Prairie

Grand Prairie is a premiere community conveniently nestled in the middle of the Dallas/Fort Worth (DFW) Metroplex. This award-winning City offers a wide variety of amenities with something for just about everyone. The City's diverse housing offerings, schools of choice, award winning best-in-the nation parks system, and a welcoming and friendly spirit make living, working, and playing in Grand Prairie a fun and exciting experience. Boasting a population of 200,640, Grand Prairie is the 9th largest city in the DFW area and the 17th largest city in Texas.

When it comes to family-friendly fun, Grand Prairie is a top-ranked destination locale and is particularly one of the region's best places for family travel. Each year, approximately 10 million visitors enjoy the offerings of Grand Prairie locations including Epic Central, Lone Star Park Thoroughbred Racetrack, the Texas Trust Theatre, Epic Waters Indoor Water Park, Joe Pool Lake, Bolder Adventure Park, the historic Uptown Theater, and PlayGrand Adventures, an all-access park. Coming in the summer of 2023, Major League Cricket will contribute to these visitor numbers. Grand Prairie's Independent School District offers schools of choice that include a career high school, magnet campuses specializing in science, art, leadership, math, environment, college prep, STEM, language, and technology. The district has 43 K-12 campuses and a total enrollment of almost 30,000. Higher education opportunities abound, with many colleges and universities within a short commuting distance.

Even with these impressive credentials, and with a land space of 81 square miles, Grand Prairie is a big city which still maintains its small-town values and intimate community feel. The City's workforce and its elected officials exemplify the core values of service, people, and integrity. City staff strive to be innovative and forward-leaning as they look to enhance all aspects of municipal life.



City Governance and Structure

Grand Prairie is a full-service municipality governed by a City Council/City Manager form of government. The City's legislative body consists of the mayor and eight council members who, as the City's decision-makers, are elected by and represent the residents' and the community's interests.

The City's daily operations are handled by a professionally educated and trained city manager appointed by the City Council. The City Manager functions as the City's Chief Executive Officer and is responsible for implementing City Council policy directives and ensuring the effective provision of all municipal services. The City Manager, with the assistance of two Deputy City Managers and one Assistant City Manager, carries out municipal business through the City's department directors and other municipal staff.

Grand Prairie provides an array of municipal government services including fire, parks, art & recreation, police, housing & neighborhood services, planning and development, library, airport, emergency management, engineering, and more. In an innovative municipal move, Grand Prairie has diversified its portfolio by engaging in public-private partnerships which have the benefit of expanding those community development opportunities which enhance the quality of life for the City's residents, businesses, and visitors. For Fiscal Year (FY) 2022/2023, the City's adopted operating budget is \$470 million which supports approximately 1,564 full-time staff and 335 part-time positions.

[Grand Prairie FY-2023 Adopted Budget](#)





The Position

Grand Prairie is looking for an exceptional leader to work collaboratively with various stakeholders to reimagine, redesign, and to promote an enhanced municipal brand identity reflecting the Grand Prairie of today and into the future. The position requires a skilled professional with an established record of providing technical and strategic oversight of internal and external communications initiatives using all recognized media methodologies, including social, digital, print, and traditional. The City's next Communications and Marketing Director will have an opportunity to restructure the Communications Department to align functionality with contemporary demands and expectations.

The Communications and Marketing Director administers a departmental budget of \$2.6 million and provides leadership, supervision, and guidance to 11 full-time and 4 part-time staff members who handle municipal communications, public relations, advertising, historic preservation, and video production.

As a representative of the City's executive leadership team, this position functions with a high degree of autonomy and corresponding responsibility. Accordingly, the highest ethical standards and integrity are essential. Reporting to the City Manager's Office, the Communications and Marketing Director will help inform the City's strategic direction as it relates to communication, public affairs, and reputation management.

The Communication and Marketing Director is responsible for the following:

- Enhancing the City's brand identity, external reputation, and image through developing and managing of public relations, external affairs, and broad-based community-focused campaigns.
- Delivering quantifiable metrics on marketing campaign effectiveness to demonstrate returns on communication investments.

The Position

- Unifying, via direct oversight and/or consultation, external communications across the various City Departments, including the preparing, drafting, and disseminating of media releases.
- Working collaboratively to develop cohesive municipal brand and image standards, strategies, and governance.
- Developing and fostering relationships with key internal and external stakeholders, media outlets, community leaders, corporate residents, and other community influencers.
- Maintaining regular contact with various media outlets to share information regarding events and prominent issues affecting the community.
- Serving as the Public Information Officer (PIO) in emergency events.
- Overseeing the City's graphic design initiatives and digital strategy, including providing content for the City's website, social media pages, and YouTube Channel.
- Collaborating with and assisting various City Departments with developing advertising campaigns and marketing & communications plans for City programs and activities.
- Assisting in the production of various communications materials disseminated to the public, from issue/concept identification, strategy, layout, writing, editing copy, and printing/publishing to identifying metrics reflecting the return on communication investment (ROI).
- Assisting with the development of key messaging for the mayor and other elected/appointed officials.
- Supervising the communications team; developing and monitoring department budget and expenditures; and overseeing vendor management processes.





Ideal Candidate

The ideal candidate will have an established reputation and commitment to ethical conduct, people, and service. This candidate will be genuinely committed to working collaboratively with the existing team of talented and highly valued employees to provide guidance, direction, recognition, and professional development. The desired candidate will be known for being creative, forward-thinking, anticipatory, and proactive. The preferred candidate must be a collaborative communicator with the ability to engage various stakeholders, whether internal or external, with tact and diplomacy. The selected candidate will be capable of resolving complex issues, multi-tasking, prioritizing projects, and operating in a fast-paced environment, while being enthusiastic and action-oriented. The successful candidate must be capable of operating with independence and initiative while remaining aligned with the policy direction of the Office of the City Manager. The ideal candidate must exhibit a great deal of media savvy and sensitivity.

Ideal candidate characteristics include:

- Excellent leadership and teambuilding capabilities with companion abilities in planning, problem-solving and directing action.
- A proven record of embracing innovation and encouraging cross-functional partnerships to achieve measurable results.
- Demonstrated technical acumen across current or emerging communications-related technology.

- A general understanding of municipal structure and operation, including municipal budgeting, forecasting, and procurement processes.
- An understanding of processes and strategies for obtaining media coverage; ease with being in front of the camera as well as directing media-related activities.
- Understanding of journalism principles, practices, and techniques.
- Knowledgeable about the latest communication trends and strategies including a demonstrated ability to take information and transform it into exciting and useful messages for dissemination to the right audiences through the best distribution channels.
- Skill in media production, communication, dissemination processes, web content management, social media, and marketing.
- Flexibility and adaptability, especially during fluid events and/or times of change.
- Excellent verbal, writing, and technical skills to produce compelling speeches, articles, communication materials, and news releases.
- Intermediate to advanced knowledge of and ability to use Microsoft Office, and PowerPoint. Familiarity with Adobe Creative platforms such as InDesign, Photoshop, and/or Premiere Rush is a benefit.
- Experience with videography, photography, and graphic design.

Qualifications

Any combination equivalent to experience and training that would provide the required knowledge, skills, and abilities may qualify. A typical way to obtain the knowledge, skills, and abilities would be:

Education: A bachelor's degree from an accredited university or college in Communications, English, Journalism, Public Relations, and/or Marketing or other related field is required.

A master's degree is preferred and may substitute for 2 years of required experience

Experience: At least 5 years of progressively responsible experience working in media/public relations, communications and/or advertising/promotions (or any combination of such experience). Supervisory experience is preferred.





Other Benefits Include:

- Vacation: 96 hours (12 8-hour days) accrued annually
- Sick Leave: 120 hours (15 8-hour days) accrued annually with unlimited accrual
- Holidays: 9 paid holidays and 1 personal holiday
- Employee Life and Dependent Life Insurance Options
- Long-Term Disability

Compensation and Benefits

The salary range for the Director of Communications and Marketing is up to **\$150,000**, with the final compensation package dependent upon the successful candidate's qualifications and experience. In addition, an excellent executive benefit package is provided as outlined below. Key benefits include:

Retirement: The City of Grand Prairie is a member of the Texas Municipal Retirement System (TMRS). Employees contribute 7% of gross income on a pre-tax basis with a City match of 2:1 plus interest upon retirement. A voluntary 457 Deferred Compensation Retirement Plan is also available.

Insurance: The City provides a comprehensive benefits package as part of the total compensation package. These benefits support employees and their families through important life events to enhance quality-of-life outside work and to help employees and their families plan and prepare for the future and include medical, dental, and vision insurance cafeteria plans with a variety of plan options for employees and dependents.

Vehicle Allowance: \$5,100/year

Relocation Assistance: City will provide relocation assistance to the selected candidate in accordance with municipal policy.


The Process

Qualified candidates should submit a compelling letter of interest and resumé to mosaicpublic.com/careers.

This position will remain open until filled; however, interested individuals are strongly encouraged to apply by **Monday, May 29, 2023**. Following this date, resumé will be screened against the criteria outlined in this brochure. Interviews with the City of Grand Prairie will be offered to those candidates selected as finalists. The selected candidate will join the City of Grand Prairie on a mutually agreed upon date after completing all relevant background verifications.

Interested individuals should be aware that Mosaic Public Partners will work closely with the City of Grand Prairie throughout this process to ensure confidentiality to the degree allowable by the State of Texas' laws governing open records.

If you have questions or would like to discuss this opportunity further, please contact Jacqueline "Jackie" Seabrooks at Jackie@mosaicpublic.com or (916) 550-4100.



The City of Grand Prairie is an Equal Opportunity Employer. It is the policy of the City of Grand Prairie to afford equal opportunity in employment to all individuals regardless of race, color, religion, gender, sexual orientation, gender identity, age, disability status, national origin, genetics, or any protected classification under federal or state law.