



**DIRECTOR OF COMMUNICATIONS  
& COMMUNITY ENGAGEMENT**  
CITY OF WICHITA FALLS, TEXAS

Recruitment Services Provided By





# An Outstanding Career Opportunity

The City of Wichita Falls is seeking an experienced, strategic, and community-focused communications professional to serve as its next Director of Communications and Community Engagement. This executive leadership position will guide the City's public communications strategy, strengthen community relationships, and ensure transparent, accurate, and timely communication with residents, stakeholders, and media partners.

The Director serves as the City's lead communications strategist and oversees all aspects of public information, media relations, branding, digital communications, crisis communications, and community engagement initiatives. This position works closely with the City Manager, executive leadership team, department directors, public safety agencies, elected officials, and community stakeholders to promote public trust and civic engagement.

# About Wichita Falls

As the county seat of Wichita County, Wichita Falls, Texas is in the scenic North Texas Panhandle/Plains region and spans 70.12 square miles. Known for its progressive economic environment, the city is home to 102,774 residents who enjoy a high quality of life in a setting that combines small-town charm with modern amenities. Conveniently, Wichita Falls is situated within two hours of the Dallas-Fort Worth and Oklahoma City metro areas, offering easy access via major highways like I-44 and U.S. Highways 82, 281, 277, and 287.

Founded in 1872, Wichita Falls has a rich history rooted in oil and agriculture and remains a pro-business city committed to sustainable growth. Key employers include Sheppard Air Force Base, Midwestern State University, and United Regional Healthcare System, alongside new ventures like an Amazon distribution facility and a planned data center. The city supports a wide variety of industries, from aerospace to manufacturing, making it a robust employment hub for North Texas.

The City offers ample recreational and cultural opportunities, with a twenty-mile trail system, 38 parks, and numerous family-friendly amenities. Residents can enjoy the Wichita Falls Symphony Orchestra, ballet troupe, theaters, and rodeos. In addition, the Multi-Purpose Event Center provides convention spaces, a 10,000-seat arena, and venues for events throughout the year, ensuring entertainment for all ages.

Education in Wichita Falls is anchored by the Wichita Falls Independent School District with its two outstanding state-of-the-art high schools and Midwestern State University, which excel in career and technical education and liberal arts. The community's pride extends to Sheppard Air Force Base, where the Euro-NATO Joint Jet Pilot Training program draws international interest. With a low cost of living, excellent healthcare, and affordable housing, Wichita Falls remains a vibrant place to live, work, and grow.





# City Government

The City of Wichita Falls operates under the Council-Manager form of government. The City Council consists of a Mayor, five district representatives, and one at-large representative with each member of the Council serving three-year terms. The City Council appoints the City Manager, City Attorney, City Clerk, and Municipal Court Judge. The City delivers a comprehensive range of services through an FY 2026 budget of \$264.5 million and with 1,268 full-time employees.

# The Department

The Department of Communications and Community Engagement for the City of Wichita Falls serves as the central hub for public information, media relations, digital communications, and community outreach. The department is responsible for ensuring residents, businesses, visitors, and stakeholders receive timely, accurate, transparent, and accessible information about City services, programs, initiatives, and emergency situations. The department has a budget of \$497,389.

The department plays a critical role in strengthening public trust and fostering meaningful engagement between City government and the community it serves. Through strategic messaging, branding, public education campaigns, and two-way communication initiatives, the department supports the City's mission of responsive and effective public service.

## Core Functions of the Department

- **Public Information & Media Relations** - Serves as the City's official source for news, announcements, media inquiries, press releases, and public statements while maintaining strong relationships with local and regional media outlets.
- **Strategic Communications** - Develops and implements communication strategies that align with City priorities, organizational goals, and community interests.

- **Community Engagement & Public Outreach** - Coordinates public meetings, community forums, special events, surveys, outreach campaigns, and stakeholder engagement efforts to encourage civic participation and transparency.
- **Digital Communications** - Manages the City's website, social media platforms, multimedia content, and online communication tools to ensure residents have easy access to important information and City resources.
- **Crisis & Emergency Communications** - Leads communication efforts during emergencies, severe weather events, public safety incidents, and other critical situations by providing timely and coordinated messaging.
- **Branding & Marketing** - Promotes the City's identity, programs, services, economic development efforts, tourism initiatives, and community successes through consistent branding and marketing strategies.
- **Internal Communications Support** - Assists City departments and leadership with communication planning, employee messaging, public-facing materials, and organizational announcements.

By combining strategic communications with active community engagement, the department helps ensure Wichita Falls residents remain informed, connected, and involved in the future of their community.

**\$497K**  
Operating Budget

**5FTE**  
Employees





## The Position

The Director of Communications and Community Engagement serves as the City of Wichita Falls' strategic leader for public communications, media relations, and community engagement initiatives. This is a new position responsible for planning, directing, and executing comprehensive communication strategies that promote transparency, strengthen public trust, and ensure consistent messaging across all City platforms and departments.

This position collaborates closely with the City Manager, executive leadership, department directors, public safety agencies, and external partners to ensure timely, accurate, and effective communication with the public. The Director also designs and implements community engagement strategies that encourage civic participation, increase accessibility to information, and foster meaningful connections between the City and the community.

The ideal candidate is a strategic communicator and collaborative leader with expertise in public relations, crisis communications, digital media management, stakeholder engagement, and organizational branding. They will have a strong working knowledge of the Texas Public Information and Open Meetings Acts.

The position reports directly to the Executive Director of Organizational Culture and Communications and supervises a staff of four, including the Public Information Officer, a Social Media Specialist, a Graphic Designer, and an Administrative Clerk.

# Qualifications

The successful candidate will possess any combination of education and/or experience that provides the required skills, knowledge, and abilities to perform the essential functions of the position. A typical combination includes:

**Education:** Bachelor's degree from an accredited college or university with major course work in communications, marketing, graphic design, or other related fields.

**Experience:** **MINIMUM OF** seven (7) years of increasingly responsible experience in public communications and/or management, including **AT LEAST** four (4) years of supervisory responsibility.





## Salary & Benefits

The annual salary range for the Director of Communications and Community Engagement is \$142,500 to \$213,428, with a hiring range of **\$142,500 to \$177,000**. Placement within this range is dependent on experience and qualifications. Key benefits include:

- **9/80 Work Schedule:** Full-time employees may elect to work 80 hours in 9 days, if desired.
- **Retirement:** Participation in the Texas Municipal Retirement System is mandatory for all full-time City employees. Participating members contribute 7% of their salary. Members are considered vested after 5 years of service. At vesting, the City matches all current and future funds in the account 2 to 1 upon retirement only. Employees are eligible for retirement after 25 years of service at any age or 10 years of service at age 60. A 457 Deferred Compensation Retirement Plan is also available.
- **Health Benefits:** Participation is offered to employees and qualifying dependents, and includes options for medical, dental, and vision insurance.
  - Blue Cross Blue Shield of Texas Medical and Vision Coverage
  - Humana Dental Coverage
  - Life Insurance policy with a face value equivalent to one-year salary through Symetra, paid by the City.The City also offers an Employee Family Health Center, a clinic for city employees and covered dependents with no office visit co-pays.
- **Health Care & Dependent Care Flexible Spending Accounts:** Voluntary participation.
- **Stability Pay:** An annual longevity payment ranging from \$500 (2+ years of service) to \$2,500 (5+ years of service).
- **Vacation:** 4 Hours of Vacation Per Pay Period or starting at 13 days per year.
- **Sick Leave:** 4.62 Hours of Sick Leave Per Pay Period or 15 days per year.
- **Holidays:** 14 Paid Holidays, including one floating holiday per year.

# Application & Selection Process

Interested candidates must submit a compelling interest letter and comprehensive résumé online by **Monday, July 6, 2026**, at:

[www.mosaicpublic.com/careers](http://www.mosaicpublic.com/careers)

Due to the public nature of searches in the State of Texas, confidential inquiries are recommended before submission of materials should you have any questions.

## **CONFIDENTIAL INQUIRIES ARE WELCOMED TO:**

Julie Baca, Senior Consultant | [julie@mosaicpublic.com](mailto:julie@mosaicpublic.com) | 970-209-0404

**This recruitment incorporates existing rules and regulations that govern public sector recruitments in the State of Texas. In accordance with public disclosure/open records laws, information submitted for consideration may be made available to the public upon request by interested parties.**

*The City of Wichita Falls is an equal opportunity employer and is committed to creating a work environment in which all individuals are treated with respect and professionalism.*

