

# CITY MANAGER

City of **Sedona, AZ**

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# The Opportunity

The City of Sedona, Arizona, is seeking an accomplished municipal executive to lead one of the nation's most distinctive and celebrated communities. Renowned for its breathtaking red rock landscapes, vibrant arts scene, and exceptional quality of life, Sedona offers a rare opportunity to lead a financially strong organization while shaping the future of a community with extraordinary assets and complex challenges. The next City Manager will have the opportunity to strengthen organizational performance, build community trust, and turn ambitious priorities into meaningful results. For a confident, politically astute, and forward-thinking leader who thrives in a highly engaged community, Sedona offers a compelling professional challenge in an extraordinary setting.







# The City of Sedona

The City of Sedona is located approximately one and a half hours north of Phoenix in Yavapai and Coconino Counties. Because of its stunning natural surroundings, this small community of roughly 9,800 residents is one of Arizona's premier centers for international tourism, recreation, retirement, luxury resorts, and the arts.

Situated in the high southwestern desert under the rim of the Colorado Plateau at an elevation of 4,500 feet, Sedona is blessed with four mild seasons, plenty of sunshine, and clean air. Because of Sedona's pleasant climate, sightseeing, hiking, mountain biking, golf, tennis, horseback riding, and jeep touring are year-round activities. The City of Sedona's main attraction is its array of red sandstone formations, which glow brilliant shades of orange and red when illuminated by the rising or setting sun and provide a stunning contrast with the occasional winter snowfall. The red rocks form a popular backdrop for many activities, ranging from spiritual pursuits to hundreds of hiking and mountain biking trails.

Sedona's spectacular natural landscape is the perfect backdrop for a vibrant arts scene. Sedona is home to numerous galleries, art organizations, a symphony, film festival, and art enthusiasts, making the City a uniquely creative community.

# City Government

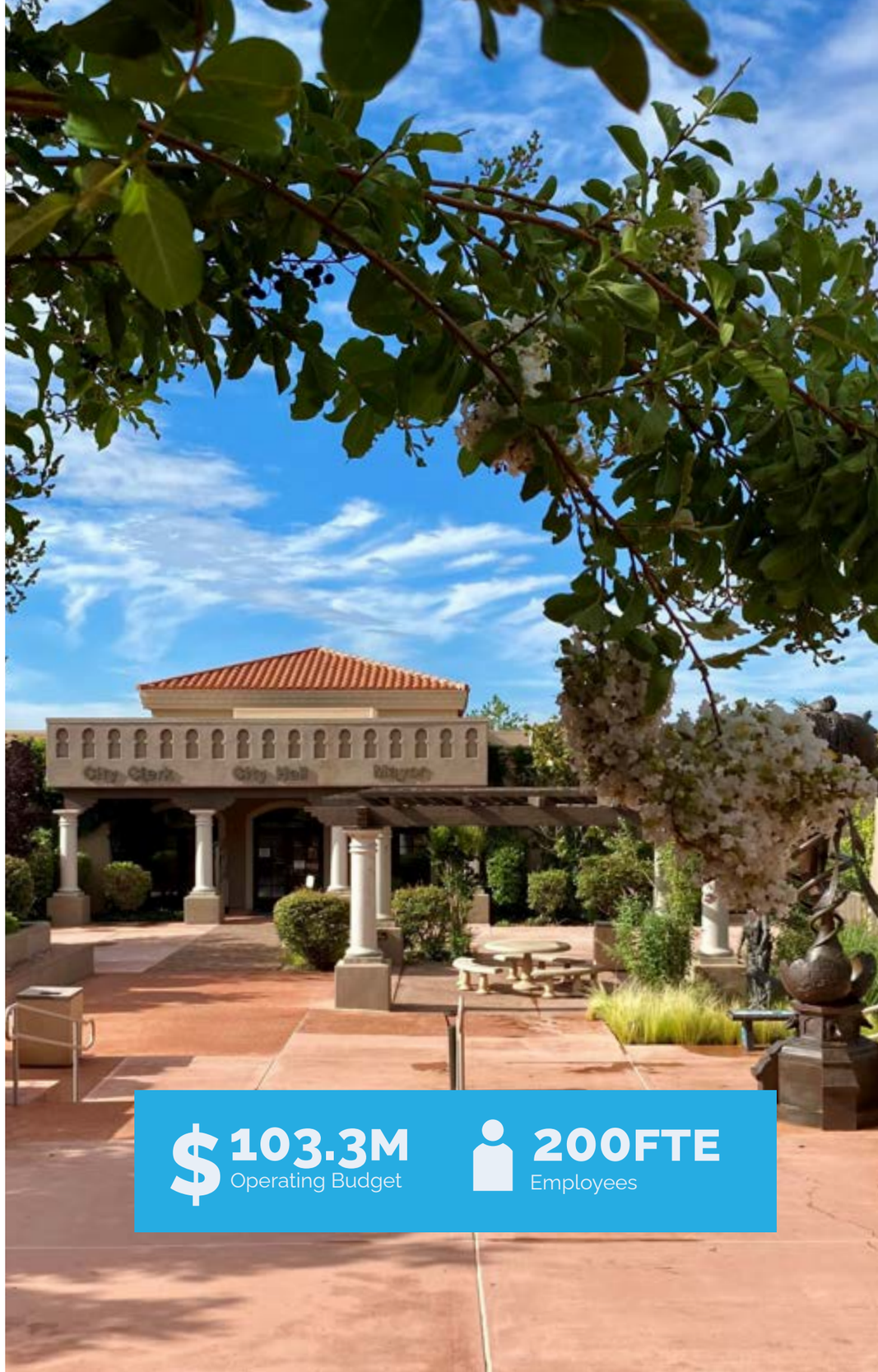
Incorporated as a City in 1988, the City of Sedona encompasses an area of 23.81 square miles – more than half of which falls under jurisdiction of the U.S. Forest Service. Administered under the Council-Manager form of government, Sedona's City Council consists of six councilors and a mayor. The six council members are elected at-large and serve four-year overlapping terms. The Mayor is elected by the citizens and serves a two-year term.

The City provides a broad portfolio of municipal services across departments and offices: the City Council Office, the City Manager's Office, the City Clerk's Office, the City Attorney's Office, Human Resources, Financial Services, Information Technology, Parks & Recreation, Community Development, Public Works, Communication, Tourism & Economic Initiatives, Sustainability, Police, the Municipal Court, Public Transit, Wastewater, and General Services. Housing, Arts & Culture, and the Short-Term Rental Program, as well as a number of other City functions, are divisions within various departments.

Services not provided by the City include water service, which is private; the Community Library of Sedona, a not-for-profit organization with some contract funding from the City; fire services, which are provided through a fire district; refuse and recycling collection, which is private; and composting services, which are provided by a not-for-profit organization with some contract funding from the City.

Of added municipal interest, the City is a part of two counties and is traversed by two state arteries. The City does not levy a property tax, though the counties, schools, and special districts do. The City funds operations through City sales and bed taxes, other local sources of revenue, state shared revenue, and grants, which usually fund the Public Transit system and other capital projects.

The City's FY 2026 budget is $103.3 million, including a $37 million General Fund, $34.5 million in Capital Project funds, $21.2 million in enterprise funds, plus internal service and special revenue funds. City services are delivered through approximately 200 FTE employees. Reporting directly to the City Manager are three Deputy City Managers, the Chief of Police, the Director of Community Development, the Communications Manager, and an executive assistant.





# City of Sedona Core Values

### EXTEND A HAND BECAUSE A HIGH-QUALITY EXPERIENCE MATTERS

We extend a hand, ensuring every interaction leaves a positive impression. From a warm greeting to thoughtful follow-through, we create experiences that show empathy, helpfulness, and gratitude at every step.

### MAKE IT HAPPEN

It's about understanding and delivering on the community's priorities. It's accepting the challenge and overcoming the obstacles that may get in the way. But it's more than just reaching a finish line... It's about bringing "Sedona Special" to reality.

### PURSUE THE OPTIMAL SOLUTION

To pursue the optimal solution, we value critical thinking; open-mindedness to all perspectives; a comfort with knowing the first answer might not be the final answer; acceptance of failure and the adaptability that may come as a result; a creative, potentially messy problem-solving process; and a desire to ground ourselves in the facts.

### EMPOWER EACH OTHER FOR SUCCESS

We empower by building trust. We trust each other to make informed decisions, take initiative, and contribute our unique strengths. By providing the tools and resources to turn trust into action, we create a foundation where people feel valued, capable, and inspired to drive meaningful, lasting change.

# The Position

Appointed by and reporting directly to the Mayor and City Council, the City Manager serves as the chief administrative officer of the City of Sedona, providing executive leadership and oversight of municipal operations, programs, and services. Working under the policy direction of the City Council, the City Manager is responsible for the effective administration of City government, translating Council priorities into organizational goals, and ensuring that City resources are managed responsibly and in the best interests of the community. Serving as the Council's principal administrative advisor, the City Manager provides professional guidance on complex policy, operational, and financial matters while fostering a responsive, accountable, and service-oriented organization. In this role, the City Manager:

**Executive Leadership & Strategic Direction:** Provides overall leadership and direction for City operations, establishing organizational goals and priorities consistent with the City Council's vision and policy direction. Advises the Council on matters affecting municipal services, organizational performance, and the City's long-term interests. Anticipates emerging needs and challenges and recommends strategies to address them.

**Organizational & People Leadership:** Directs and coordinates the activities of City departments and personnel, including the appointment, supervision, development, and, when necessary, removal of employees under the City Manager's authority. Establishes clear expectations for performance, accountability, and collaboration while promoting an organizational culture grounded in professionalism, ethical conduct, and responsive public service.

**City Council Relations & Policy Implementation:** Serves as the primary administrative liaison to the Mayor and City Council, providing timely information, professional recommendations, and objective analysis to support informed decision-making. Implements Council-adopted policies, ordinances, and directives and ensures that City operations remain aligned with the Council's established priorities.

**Financial Management & Fiscal Stewardship:** Directs the preparation and administration of the City's annual budget, providing recommendations regarding revenues, expenditures, staffing, and resource allocation. Oversees financial management practices and promotes fiscal accountability, operational efficiency, and responsible stewardship of public resources.

**Municipal Operations & Service Delivery:** Oversees the administration of City services and programs, ensuring effective coordination among departments and the consistent delivery of high-quality services to residents, businesses, and visitors. Evaluates organizational practices, identifies opportunities for improvement, and ensures that municipal operations are conducted efficiently and in accordance with applicable laws, ordinances, and policies.

**Community Relations & Public Engagement:** Maintains constructive relationships with residents, businesses, community organizations, and other stakeholders. Promotes transparent communication, responsiveness to public concerns, and meaningful community engagement. Ensures that complaints and concerns regarding City operations are appropriately reviewed and addressed.

**Intergovernmental Relations & Partnerships:** Represents the City in interactions with regional, state, and federal agencies, neighboring jurisdictions, and other governmental and community partners. Develops collaborative relationships that advance the City's interests, support shared initiatives, and address issues extending beyond municipal boundaries.

**Legal Compliance & Administrative Accountability:** Ensures the enforcement of applicable laws and City ordinances and oversees compliance with established policies and regulations. Exercises administrative oversight of City departments, evaluates operational concerns, and takes appropriate action to maintain the integrity, effectiveness, and accountability of City government.







# Challenges and Opportunities

The next City Manager will join Sedona at an important time, with opportunities to strengthen organizational effectiveness, advance significant community initiatives, and build greater confidence in City government. While the City enjoys a strong financial position, its highly engaged community, complex policy issues, and ambitious priorities require an experienced leader who can balance competing interests, establish clear direction, and translate plans into meaningful results.

**Organizational Leadership & Stability:** The new City Manager will have an opportunity to strengthen the executive leadership team, reinforce accountability, and support a healthy, productive organizational culture. Establishing clear expectations, improving follow-through, and fostering constructive relationships between the City Council and staff will be important priorities.

**Housing, Transportation, & Community Development:** Like many desirable communities, Sedona faces significant challenges related to housing availability, transportation, and accessibility. The next City Manager will help advance practical solutions while navigating competing community perspectives and expectations. There are major initiatives that will require thoughtful public engagement, careful prioritization, and effective project execution.

**Economic Development and Community Investment:** Sedona's strong financial position provides an opportunity to make strategic investments in the community's future. At the same time, major capital projects attract considerable public scrutiny, making transparency, fiscal stewardship, and clear communication essential. The City also has opportunities to move beyond discussion toward more tangible progress in tourism and economic development.

**Community Trust & Effective Governance:** The next City Manager will play an important role in strengthening public confidence in City government and helping the City Council move from reacting to challenges toward anticipating and addressing them. Sedona's active and sometimes critical public discourse requires a leader who can communicate clearly, engage respectfully with differing perspectives, and maintain focus on long-term community priorities. Building productive relationships among the Council, staff, residents, and other stakeholders will be essential to advancing the City's goals.

# The Ideal Candidate

The City Council seeks an experienced, confident, and approachable municipal leader who combines political acumen with sound judgment, operational effectiveness, and genuine compassion for others. The ideal candidate will be a proactive problem solver, a trusted advisor to the City Council, and a collaborative leader who can navigate Sedona's complex political and community environment while preserving the organization's strengths. This individual will demonstrate the resilience to manage difficult situations, the discipline to follow through on commitments, and the judgment to recognize when change is necessary and when continuity best serves the organization.

**Experienced Municipal Leadership & Political Acumen:** The successful candidate will bring substantial municipal leadership experience and a demonstrated ability to navigate complex political environments, competing interests, and demanding community expectations. Sedona seeks a confident, politically astute leader who remains composed under pressure, exercises independent professional judgment, and is comfortable providing candid advice to elected officials, including when difficult conversations are necessary. A thick skin, personal resilience, and the ability to maintain productive relationships through disagreement will be essential.

**Proactive, Engaged, & Accountable Leadership:** The next City Manager must be actively engaged in the organization's operations, knowledgeable about emerging issues, and capable of anticipating challenges before they become problems. The City Council values a hands-on leader who understands departmental priorities, asks informed questions, establishes clear expectations, and ensures timely follow-through. Equally important is the ability to empower department heads, respect their professional expertise, and maintain accountability without micromanaging. The ideal candidate will be decisive, resourceful, and focused on delivering results.

**Exceptional Communication & Relationship Building:** The City Council places a high priority on open, direct, and consistent communication, with particular emphasis on keeping elected officials informed of significant developments and avoiding surprises. The successful candidate will be accessible, responsive, and skilled at building trust with Council Members, employees, residents, and community stakeholders. Strong listening skills, transparency, and the ability to communicate effectively during difficult or contentious situations will be critical. The City Manager must also be capable of bridging differences and fostering constructive relationships among the Council, staff, and community.





**Resilience Balanced with Compassion & Integrity:** Sedona seeks a leader who combines personal toughness with empathy, humility, and a genuine commitment to public service. The ideal candidate will be approachable, respectful, and supportive of employees while maintaining high standards of performance and accountability. The new City Manager must be comfortable addressing conflict, making difficult decisions, and holding others accountable while treating people with dignity. Strong ethical judgment, emotional intelligence, and the ability to remain steady and constructive under pressure will be essential.

**Sound Judgment & Thoughtful Change Management**: The next City Manager must recognize that effective leadership requires balancing the need for improvement with respect for the organization's existing strengths. Sedona has an established leadership team and a distinctive organizational culture grounded in a recently established set of shared core values. The successful candidate will take time to understand the City's history, priorities, and practices before pursuing significant changes. The City values a leader who can identify opportunities for improvement, establish realistic priorities, and implement meaningful change at a pace the organization can successfully sustain, without allowing the desire for consensus or perfection to impede necessary action.

**Collaborative Leadership & Organizational Development:** The ideal candidate will foster a culture of teamwork, trust, innovation, and shared accountability. Sedona seeks a City Manager who values the expertise of its employees, encourages creative problem-solving, and supports a workplace where individuals are empowered to contribute and succeed. The ability to inspire and develop a strong leadership team, maintain employee morale, and reinforce the City's core values will be especially important. The successful candidate will recognize that organizational effectiveness depends on both achieving results and maintaining a healthy, supportive work environment.

**Commitment to Sedona and its Community:** The City seeks a leader who appreciates Sedona's distinctive character, natural beauty, and engaged community. The ideal candidate will demonstrate a genuine interest in understanding local priorities, building community trust, and advancing solutions that reflect the City's values and long-term interests. The new City Manager will be visible, accessible, and committed to delivering high-quality public services while balancing diverse community perspectives and expectations. A willingness to embrace Sedona's unique opportunities and challenges, along with a commitment to the community's future, will distinguish the successful candidate.

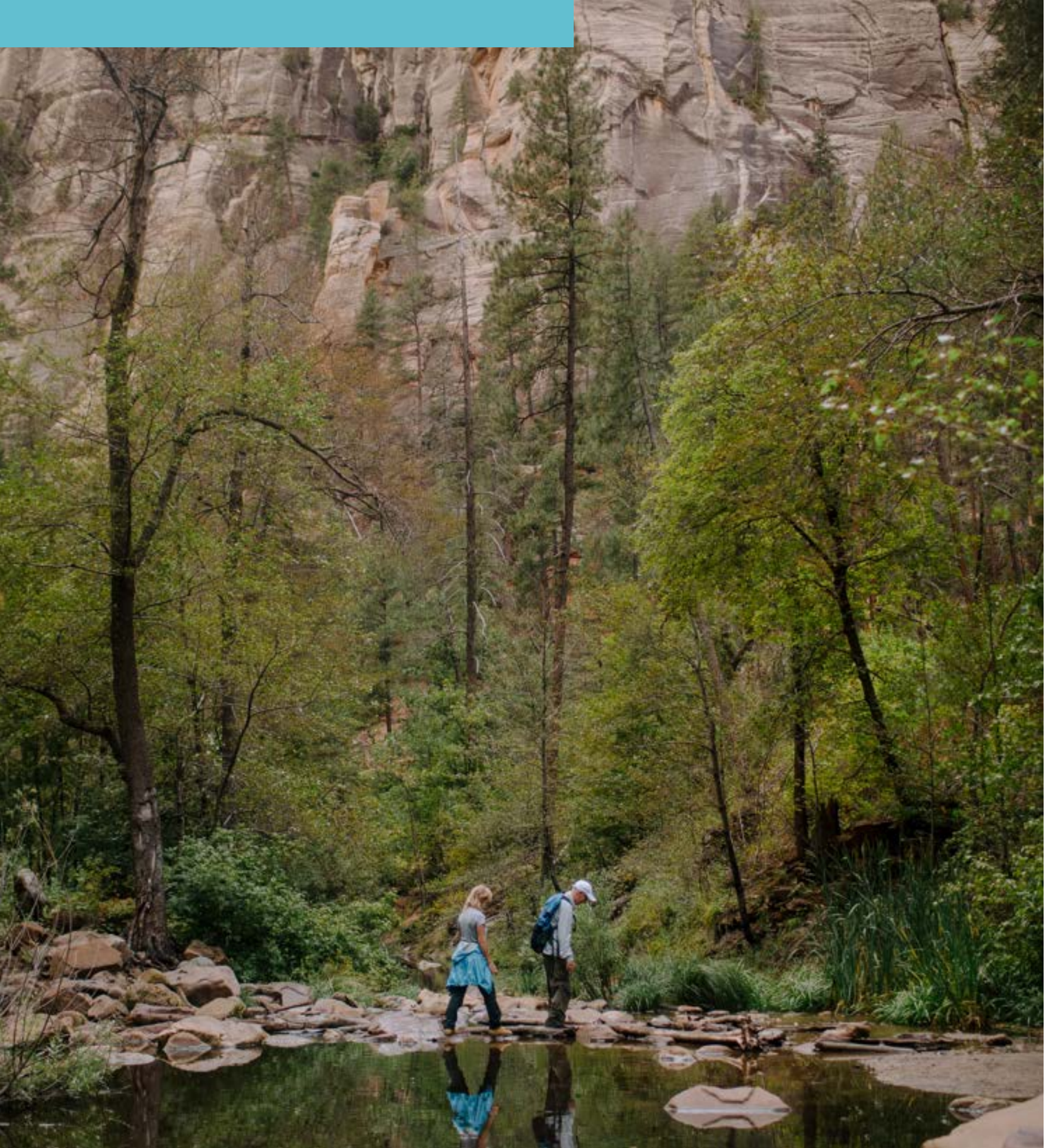
# Qualifications

Any combination of experience and education that would likely provide the required knowledge and abilities is qualifying.  A typical combination is:

**Education:** A Bachelor's degree Business or Public Administration, or a related field. A Master's degree is preferred.

**Experience:** Ten years of progressively responsible management experience in the public or private sectors, with at least five years of executive experience in local government.





# Salary & Benefits

The Sedona City Council will negotiate a highly competitive salary and executive benefits package with the selected candidate that is considerate of the candidate's experience and qualifications. The anticipated salary for the position is **+/- $275,000**, depending on qualifications. The City offers an outstanding benefits package which includes:

**Retirement**: The City participates in the Arizona State Retirement System. Employee contribution is set by the state at 11.98% and is matched by the City with an additional 11.98%. Optional 457(b) plans are available for voluntary contributions.

**Health, Dental, and Vision Insurance:** The City provides all full-time employees with medical, dental, vision, prescription, and life insurance. Employees can choose from traditional, co-pay, or high-deductible plans. Under each plan, the City pays a substantial amount of the premium for eligible dependents.

**Life Insurance:** City provided $50,000 term life insurance, with option to purchase additional coverage.

**Generous Leave:** 11 paid holidays annually, 96 hours flexible leave annually which may be used for sick or personal leave, and vacation leave based on years of service.

**Auto and Phone Allowances:** Will be provided at a negotiated amount in the selected candidate's employment agreement.

**Relocation:** The Sedona City Council will negotiate relocation/housing benefits with the selected candidate in consideration of the candidate's needs and the overall compensation package.

# Application & Selection Process

Interested candidates should apply no later than **Monday, January 11, 2027**. Submit a comprehensive resume and compelling cover letter online at:

**www.mosaicpublic.com/careers**

**CONFIDENTIAL INQUIRIES ARE WELCOMED TO:**

Greg Nelson | greg@mosaicpublic.com | (916) 581-1426

***Mosaic Public Partners and the City of Sedona are committed to conducting a professional and confidential recruitment process to the extent permitted under Arizona public records laws. Candidates should be aware that application materials or candidate information may become subject to public disclosure during later stages of the recruitment process or in response to a public records request, consistent with applicable law. Questions regarding confidentiality or the search process may be directed to Greg Nelson.***

*The City of Sedona is an Equal Opportunity Employer.*

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