



DIRECTOR OF COMMUNICATIONS & COMMUNITY ENGAGEMENT

City of **Sugar Land, Texas**

Recruitment Services Provided By





The Opportunity

The City of Sugar Land is seeking a Director of Communications & Community Engagement to help shape how a high-performing, community-focused city connects with its residents, businesses, and stakeholders. Known for delivering exceptional services and earning strong resident satisfaction, Sugar Land is proud of what it has built – and equally committed to continuing to evolve.

This role blends strategic leadership, public information expertise, and community engagement to ensure communication is clear, timely, accurate, and meaningful. The Director serves as a trusted advisor to City leadership and elected officials, helping guide how the City tells its story, communicates during critical moments, and creates opportunities for residents to be informed, heard, and involved.

As Sugar Land continues to grow and navigate its next chapter, this position plays an important role in strengthening transparency, building trust, and supporting a community that values both stability and innovation. For a leader who believes strong communication is essential to effective government, this is an opportunity to make a lasting impact in a city that expects excellence and is committed to continuous improvement.

About Sugar Land

Sugar Land is a dynamic, diverse, and growing city. Operating under a council-manager framework, the City is led by a forward-thinking City Manager and an agile Leadership Team, who coordinate the efforts of 939 full-time equivalent (FTE) employees and steward a \$606 million Fiscal Year 2026 budget.

Sugar Land is committed to “relentlessly pursuing a life better than you can even imagine.” The City’s recently adopted budget reflects this commitment. It aligns with eight strategic outcomes envisioned by the City Council:

- **Finance:** strong and viable
 - **Community:** safe and secure
 - **Economy:** thriving and vibrant
 - **Culture:** dynamic and fun
- **People:** welcoming and engaged
 - **Infrastructure:** strong and resilient
 - **Transportation:** connected and convenient
 - **Government:** respected and influential

In Sugar Land, governance is about more than managing operations – it’s about trail-blazing. The City harnesses the collective energy of a talented and diverse workforce, mobilizes resources with precision, and navigates the complexities of municipal administration with vision and innovation. Sugar Land sets the standard for municipalities, delivering top-tier services, fostering trust, and building community pride. According to the most recent Citizen Satisfaction Survey, 95 percent of residents report that they love calling Sugar Land home, while 10 percent indicate that nothing could make their lives better – underscoring a city grounded in performance, excellence, and connection.

At the same time, Sugar Land recognizes that past success alone does not ensure future relevance. The City remains committed to continuous improvement, innovation, and forward-thinking service delivery, adapting to evolving demographics, expectations, and economic conditions. Guided by the vision We Are Trailblazers, Sugar Land relentlessly pursues a better life for its employees, residents, and businesses – setting ambitious standards and forging new paths along the way.

SUGAR LAND BY THE NUMBERS

Estimated Population: 111,026^{*}
49th Largest City in Texas^{*}
Form of Government: Council / Manager

Bond Ratings: AAA
Standard & Poor’s & Fitch



BUDGET

Property Tax Base:\$21.3 billion

FY26 Communications & Community Engagement Budget^{***}:\$262,464 and \$140,000 PEG funding

2025-2026 Property Tax Rate:35.8 cents

PEOPLE

City Employees: 939

Professional Firefighters: 127

Sworn Police Officers: 175

City Breakdown by Race^{*}

Race	Percentage
Asian Alone (not Hispanic or Latino)	38.4%
White Alone (not Hispanic or Latino)	38.1%
Hispanic or Latino (of any race)	12.1%
Black or African-American (not Hispanic or Latino)	7.2%
Other	4.2%

LAND USE

Land Area in City Limits (Full-Purpose):
42.86 Square Miles
or
27,428.21 acres

Land Area in Extraterritorial Jurisdiction (2022):
12.97 Square Miles
or
8,299.73 acres

Total Dwelling Units:^{**}
40,305

Average Residential Value:^{***}
\$522,316

Developmental Land-Use Mix

Residential: **77 %**

Commercial: **16 %**

Industrial: **7 %**

^{*}Census 2020 Data
^{**}City of Sugar Land 2022 Land Use Inventory
^{***}City of Sugar Land Annual Budget & Program of Services (Fiscal Year 2025-2026)



The Department

The Communications & Community Engagement Department serves as the City's voice and a vital bridge between local government and the community. The department provides timely, accurate, and dependable information while advancing equitable public engagement and strategic communication.

Supporting residents, City Council, and City departments, the department plays a central role in strengthening public trust, supporting informed decision-making, and ensuring residents have meaningful opportunities to shape the future of their city. Anchored in Sugar Land's identity as trailblazers, the department ensures that every message, platform, and story aligns with the City's shared vision, values, and brand.

Staffed by a team of 12 full-time employees and operations budget of \$262,464 and \$140,000 Public/Educational/Governmental (PEG) Access channel funding, the department manages an integrated communications portfolio that includes serving as the City's Public Information Office; leading all media relations; supporting elected officials; and providing crisis and emergency communications. The department also oversees digital platforms, social media, websites, email communications, digital advertising, and creative services including graphic design, branding, publications, photography, videography, and multimedia storytelling.

In-house audiovisual services, broadcasting operations, and public access programming support high-quality, accessible communication across channels, while brand and records management ensure consistency and compliance citywide.

The Community Engagement team focuses on building strong, two-way relationships with residents by connecting, educating, engaging, and empowering the Sugar Land community. The team coordinates neighborhood outreach, manages resident inquiries and concerns, serves as a central point of contact for public information, and oversees the Serve Sugar Land volunteer program which fosters civic pride and service while coordinating meaningful volunteer opportunities across the City. Additionally, leadership in programs such as the Mayor's Youth Advisory Council (MYAC), Sugar Land 101 (SL101), and other engagement initiatives provide inclusive opportunities for residents to learn about City operations and participate in local governance.

Together, the Communications & Community Engagement Department ensures that Sugar Land's residents are informed, heard, and engaged – strengthening transparency, trust, and collaboration while advancing a vibrant, connected, and forward-looking community.

The Position

Reporting to the Assistant City Manager, the Director of Communications & Community Engagement is key to realizing Sugar Land's vision by:

- Leading and managing the Communications & Community Engagement Department, including staff development, budgeting, and operational planning.
- Serving as a strategic partner to City leadership and departments by providing guidance on communications, public engagement, and public perception.
- Acting as the City's lead spokesperson or assigning appropriate staff; overseeing media relations, press releases, interviews, briefings, and crisis communications.
- Directing emergency and crisis communications efforts before, during, and after incidents, serving as an essential employee during emergencies.
- Overseeing City messaging across social media, websites, newsletters, public access channels, digital advertising, video, and graphic design to ensure consistency and alignment with City priorities and messaging.
- Advancing inclusive and equitable community engagement strategies that encourage meaningful two-way communication and resident participation.
- Ensuring brand consistency, accessibility standards, and quality control across all communication channels.
- Building collaborative relationships with internal departments, regional partners, community organizations, and external stakeholders.
- Monitoring trends and best practices in public sector communications and engagement to continuously improve service delivery.





Challenges & Opportunities

The City of Sugar Land is seeking a dynamic and unifying leader who can elevate communications and community engagement into a cohesive, strategic function that reflects the City's vision, values, and priorities. The next Director of Communications & Community Engagement will step into a role rich with opportunity and impact, including:

- **Citywide alignment and collaboration:** Uniting communication efforts across departments, particularly those that serve as the City's public face, to ensure consistent messaging, shared ownership, and strong cross functional partnerships. This role will champion collaboration and equip staff citywide to communicate with clarity, purpose, and alignment.
- **Digital engagement evolution:** Advancing digital first strategies that leverage interactive, inclusive, and accessible platforms to connect with residents, businesses, and visitors where they are. This includes expanding the City's social media presence, website experience, and emerging engagement tools to foster meaningful two-way communication.
- **Community centered storytelling:** Elevating resident voices and lived experiences through authentic storytelling that reflects Sugar Land's diversity, innovation, and quality of life. The Director will ensure community feedback informs priorities, programs, and narratives across all channels.
- **Crisis ready communication leadership:** Strengthening crisis communication preparedness by refining protocols, improving coordination, and ensuring timely, transparent, and values driven messaging that builds confidence and trust during critical moments.
- **Transparency and accessibility:** Promoting clear, accessible, and inclusive communication practices across all formats and platforms, ensuring information is easy to find, understand, and engage with for all audiences.
- **High performing team leadership:** Leading, mentoring, and empowering a talented communications and engagement team while establishing streamlined processes, clear roles, and shared goals that drive accountability, creativity, and results.
- **Strategic narrative with measurable impact:** Aligning communication strategies with the City's eight priorities and demonstrating how City initiatives positively impact residents' daily lives. This includes moving beyond information sharing to outcome-focused storytelling that shows progress, purpose, and results.

This role offers the opportunity to shape how Sugar Land tells its story, strengthens trust, and connects its people to the work of their City, now and into the future.

Ideal Candidate

The ideal candidate for the Director of Communications & Community Engagement will embody a unique blend of traits and experiences, each essential to steering this vital Department toward continued success and innovation. The qualities and qualifications sought are:

- **Visionary Leadership:** A forward-thinking leader capable of articulating a compelling vision for the Department's future. Adept at building strong partnerships and fostering collaboration with the department's divisions, internal stakeholders, other city departments, community organizations, and relevant agencies to maximize resources and enhance organizational effectiveness.
- **Communication Leader:** A visionary communicator and strategic leader who crafts compelling narratives and manages multi-channel communications.
- **Team Development:** Demonstrates strong leadership and team development skills in a dynamic environment while taking the department to new heights, creating a team to work collaboratively, and motivating staff to achieve ambitious goals.
- **Public Engagement:** Possesses exceptional interpersonal and public engagement abilities with proven success in building trust and credibility.
- **Operational Excellence:** Brings operational excellence, attention to detail, and the ability to deliver high-quality results under pressure.



We are trailblazers – relentless in our pursuit of good so that our employees, residents, and businesses can enjoy a life better than they can even imagine.



Qualifications

The City recognizes that excellence is built through a variety of professional pathways. The City reserves the right to consider equivalent combinations of education, experience, and credentials. Candidates or incumbents who demonstrate strength beyond the minimum requirements in one area may be considered even if they are less traditional in another.

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

Experience: Seven (7) years of progressively responsible experience in strategic communications and messaging, public affairs, brand positioning, media relations, and community engagement, including at least four (4) years providing organizational leadership, operational oversight, and strategic direction for communications functions, teams, or major initiatives.

Certifications: Professional certifications in communications/public relations desirable (e.g., ABC, CMP, SCMP, CPPR).

EMPLOYEE VALUES

B

BOLD

L

LOYAL

A

ADAPTABLE

Z

ZEALOUS

E

EMPOWERED

VISION

SCAN ME

CITY OF SUGAR LAND

PRIORITIES

MISSION

Leadership Team Values

Collaboration

Accountability

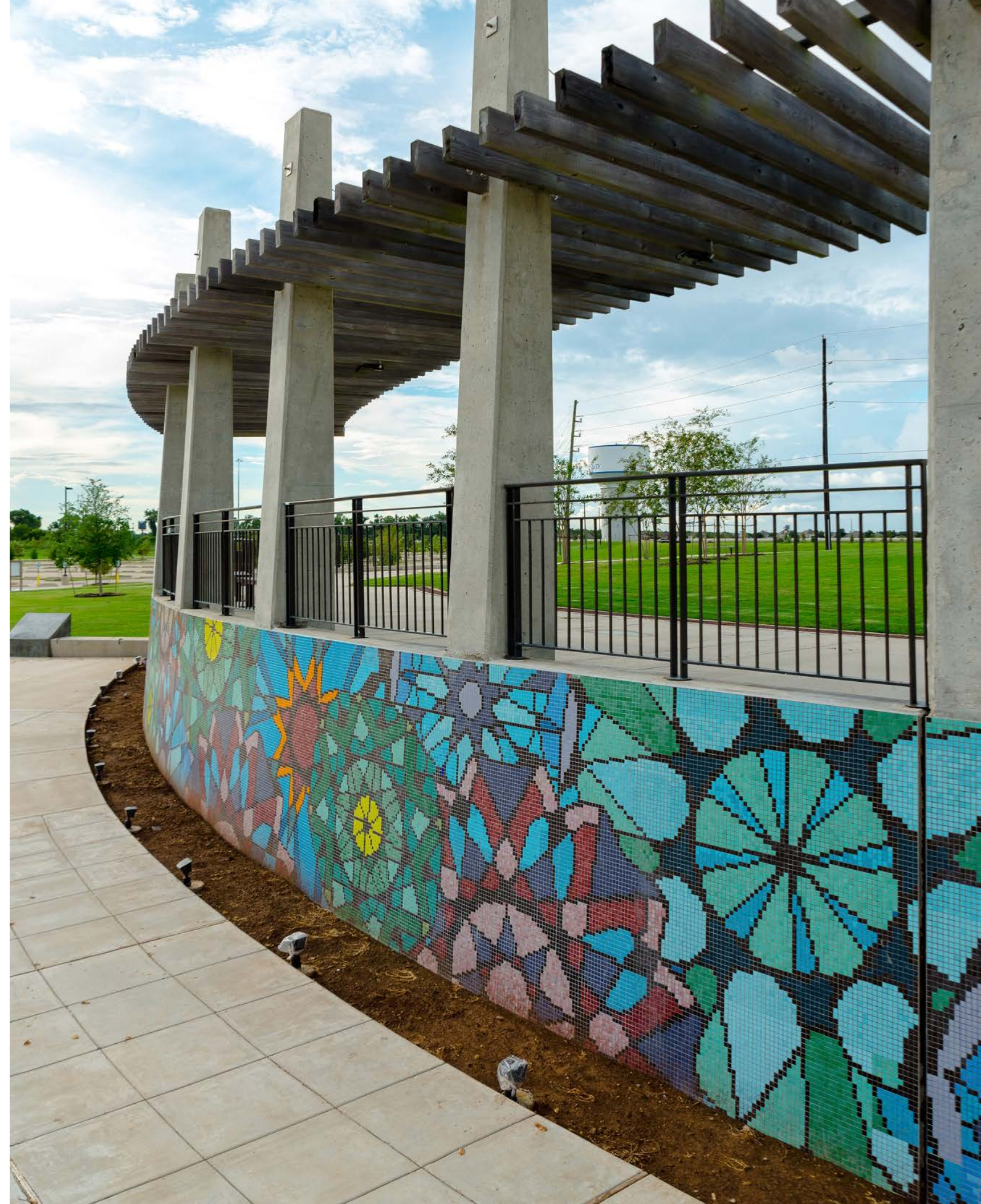
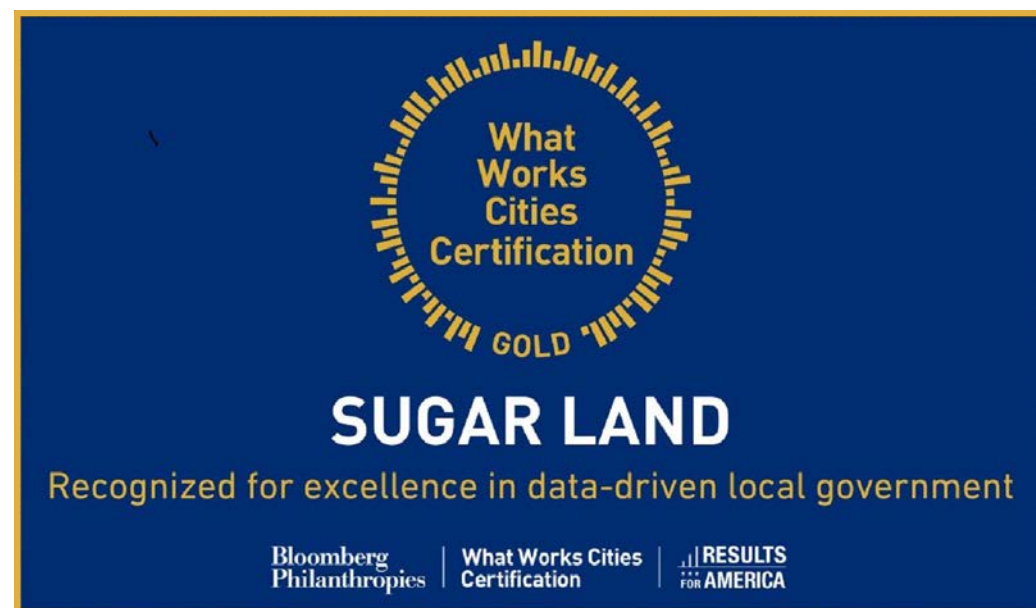
Integrity

Courage

Salary & Benefits

The anticipated salary for the Director of Communications and Community Engagement is between **\$138,923 - \$180,544** (depending on qualifications) plus a vehicle allowance of \$620 per month. Sugar Land offers great benefits and perks available on your first day of employment, including:

- A robust pension plan with TMRS to set you up for a fulfilling retirement;
- City-subsidized health benefits;
- Life and disability insurance;
- A variety of voluntary benefits;
- Six weeks of paid parental leave for new/growing families;
- Flexible schedules and work from home opportunities;
- A down-to-earth casual work environment and dress code;
- A positive team-oriented culture stemming from a long-term commitment to innovation and inclusion.
- Employees can even bring their dog and/or cat to work if they have a solid understanding of office decorum.





Application & Selection Process

Apply immediately - This recruitment will close once a strong pool of candidates is established. Interested candidates are encouraged to submit a cover letter and résumé online at:

www.mosaicpublic.com/careers

References will not be contacted until mutual interest has been established.

CONFIDENTIAL INQUIRIES ARE WELCOMED TO:

Yolanda Miller | yolanda@mosaicpublic.com | (916) 581-1433

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

The City of Sugar Land is an Equal Opportunity Employer.

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