



S. RENÉE NARLOCH
& ASSOCIATES
PROFESSIONAL EXECUTIVE RECRUITMENT



CITY OF BAYTOWN, TX
INVITES YOUR INTEREST IN THE POSITION OF
PUBLIC AFFAIRS DIRECTOR

THE COMMUNITY

Situated at the mouth of the San Jacinto River on Galveston Bay, Baytown is a charming coastal community located just east of downtown Houston and north of Galveston. Baytown has a vibrant, diverse population of about 82,000 who are incredibly proud of their rich cultural, economic, and environmental heritage.

Baytown's natural beauty and potential for adventure are unlimited. There are a plethora of family-friendly ways to explore the great outdoors, including scenic walks along nature trails, kayaking, boating, fishing, bird watching, and much more, throughout many hundreds of acres of bayous, bays, waterways, and protected wetlands. Nestled among four different saltwater bays that feed into Galveston Bay, Baytown offers world-class fresh and saltwater fishing adventures. The Baytown Nature Center is a 450-acre peninsula along the Houston Ship Channel and is both a recreation area and a wildlife sanctuary that is home to hundreds of bird species, mammals, reptiles, and aquatic species.

Arts and culture play a big part in Baytown, whether it is the Baytown Little Theater, Baytown Symphony or Lee College Performing Arts Center. The Downtown Arts District is home to numerous exhibits, murals, and sculptures, by featured local artists.

Fun times for all ages can be had at attractions such as Pirates Bay Waterpark, Houston Raceway Park, and Town Square, which hosts events such as ice skating, Easter Egg Hunt, Food Truck festivals, and Farmers Markets. Baytown is the host of many exciting special events throughout the year, including the largest "Relay for Life" race in the state of Texas.

Baytown is a major center of economic growth in the Sugarland-Houston-Baytown metropolitan area. Anchors of the Baytown business community include companies like ExxonMobil, Goose Creek Consolidated Independent School District, and San Jacinto Methodist Hospital. With its stable economy, Baytown continues to experience unprecedented growth in the industry, retail, and housing markets.

The City of Baytown remains committed to smart growth, city-wide innovation, infrastructure improvements, and increased investments in public safety to ensure Baytown will continue to be a quality community of choice.



THE ORGANIZATION

The City of Baytown is a Home-Rule city operating under a Council-Manager form of government. The City Council is the City's legislative and policymaking body. The 7-member Council provides community leadership, develops policies, and guides the City in delivering services and achieving community goals while encouraging awareness and involvement. The City Council is responsible for inacting local legislation, adopting budgets, determining policies, and appointing the city manager.

The City Council is comprised of six elected Council members, one from each respective district, and one Mayoral position elected "at-large." Council Members and the Mayor are each elected to a term of three years, with elections staggered so that no more than three members are up for election in a particular year.

The City Manager is the chief executive and administrative officer of the City and is responsible for the general administration of the City's affairs, serving as the liaison between the policymaking and administrative branches of the City government. The City Manager provides City Council with the information needed to conduct the affairs of the City and coordinate the implementation of their decisions, as well as oversees the operations of all city departments and reviews and updates management policies and regulations. The City Manager is assisted by two Assistant City Managers, who have several departments that report directly to them.

The City of Baytown's purpose is to enrich lives and build community. Core Values, as identified by the City, are: Caring, Innovation, Collaboration, Leadership, and Stewardship.

The City is a full-service city supported by 923 full-time employees. The City's total proposed budget for Fiscal Year 2021 is \$218 million, of which \$118 million is the General Fund. In addition, the City has a Capital Improvement Program Fund of \$11.2 million. The City is financially stable and maintains strong bond ratings.

City departments are Administration, City Clerk, Finance, Fire, Human Resources, Information Technology Services, Legal Services, Library, Municipal Court, Parks & Recreation, Planning & Development Services, Police, Public Works & Engineering, Public Affairs, and Public Health.

THE DEPARTMENT

The Public Affairs department is tasked with telling the stories of the City of Baytown Government. The department is responsible for media relations, community service functions, commendations and awards, video production, the City's website, and social media presence, as well as coordinating a wide range of outreach and community service programs.

The City recognizes the value of citizen engagement; and that for true engagement to occur, a proactive and two-way communication approach is needed to ensure that information is shared throughout the community.

Some of the services provided by the Public Affairs department include:

- News Releases - City events and issues sent to the local media to help distribute the information to the public.
- Social Media - Facebook, Twitter, Instagram, and YouTube.
- Newsletters - E-ditions and printed newsletters sent out with utility bills.
- Baytown 16 TV - programming related to City events, news and issues streamed online and broadcast on the City's government news channel.
- Tours - Schools, businesses, and other interested groups may schedule tours of City Hall and other City facilities.

Major goals for the Public Affairs department include:

- Create interest in the community so that Baytown is more than just a place to live but a place to call home.
- Build awareness of trends and long-term goals for the development of the City of Baytown that impact the community and businesses.
- Provide transparent information to establish and maintain trust with the community.
- Improve quality of life for Baytown residents through initiatives to give back to the community.
- Improve awareness of Baytown's resources to potential visitors and residents.

THE POSITION

Under the general direction of the City Manager's Office, the Public Affairs Director is responsible for leading the City's Strategic Communications and Tourism Divisions. The position is responsible for developing and managing city-wide communications; promoting Baytown to potential visitors and residents; and overseeing digital engagement and printed publications.

The Director creates the overall Public Affairs vision for the City and manages the day-to-day operations of the department. The position also works with staff and elected officials in making presentations to the public.



The Public Affairs Director is responsible for working closely with the City's Emergency Management Team in the development and implementation of effective emergency outreach communications. The Director will be heavily involved in legislative affairs and charged with proactively advocating on behalf of the City to relevant stakeholders, including the business community, Legislature, Governor's Office, and other local, state, and regulatory agencies.

The Public Affairs Director supervises five (5) full-time employees within the Public Affairs department and manages the Communications and Tourism division budgets. Specific duties and responsibilities of the Public Affairs Director include, but are not limited to, the following:

- Program Management: Manages and sets objectives for the Public Affairs division, including daily oversight for staff.
- Strategic Communications: In collaboration with City staff and elected officials, oversees the messaging of community priorities and City programs utilizing various communication strategies, including traditional and social media. Develops, integrates, and implements public relations activities designed to enhance the City of Baytown's brand. Builds and maintains meaningful relationships with targeted, high-level external audiences. Cultivates and maintains strong media relationships while advancing Baytown's position with relevant constituents. Responds to media inquiries in a timely manner. Helps monitor and analyze the daily news in a timely manner. Resolves public affairs issues.

- Tourism: Oversees the City's Visit Baytown tourism office with a focus on promoting Baytown's unique amenities to potential visitors. Manages the development of and serves as executive editor for development, production, and maintenance of the company's internal and external communication vehicles, including the main website, marketing materials, flyers, publications, newsletters, advertisements, invitations, and annual reports.



The City is seeking a Director who will be very proactive in intergovernmental relationships, working closely with the public and private sectors to drive conversations that will bolster community collaboration and lead to untapped opportunities for the City and the region. The Director will play a pivotal leadership role in promoting the City through a variety of relationships and effective communication strategies.

Candidates must have excellent communication and presentation skills with the confidence to serve as the City's spokesperson. Additionally, candidates must have knowledge of the principles, practices, methods, and techniques involved with public information, media and community relations, employee communications, writing, editing, graphic arts, audiovisual production, and photography.

The ideal candidate will have a proven ability to foster long-term relationships with key professionals in the community. Exceptional written and verbal communication skills are essential, as well as the ability to work under pressure and meet timelines.

Requirements include a bachelor's degree in Marketing, Communications, Journalism, Public Relations, Public Policy, Business Administration, Public Administration or related field from an accredited college or university; a master's degree is preferred. Requirements also include ten (10) years of related experience in professional communications, marketing, public relations, organizational communication, public information or communications management, as well as advanced computer skills, including strong social media experience. Experience in municipal government, coordinating successful public relations campaigns, and managing multiple staff is preferred. A valid driver's license with an acceptable driving record is required.

COMPENSATION & BENEFITS

The salary range is \$119,974-\$155,958. Starting salary will be competitive and negotiable based on the qualifications and experience of the individual selected. Additionally, the City of Baytown offers a comprehensive, market-competitive benefits package that includes generous vacation and sick leave, free health & wellness clinic for employees,

Texas Municipal Retirement System (2-1 matching), medical, dental, vision, life, accidental death and dismemberment, short-term disability, long-term disability, tuition assistance, and a flexible spending account. The State of Texas does not have a state income tax.

TO APPLY

If interested in this exciting opportunity, please visit our website, www.srnsearch.com, and apply online. The first review of applications will occur on November 30, 2020; the position is open until filled. Resumes will be screened according to the qualifications outlined above. Screening interviews with the most qualified applicants will be conducted by S. Renée Narloch & Associates to determine a select group of finalist candidates who will be asked to provide references; references will be contacted only following candidate consent. Final interviews will be held with the City of Baytown. Candidates will be advised of the status of the recruitment following the selection of the Public Affairs Director.

Questions regarding this recruitment should be directed to:

Ms. S. Renée Narloch
S. Renée Narloch & Associates
info@srnsearch.com | 850.391.0000

The City of Baytown is an Equal Opportunity Employer. In accordance with Texas Open Records laws, applications and resumes are subject to public disclosure.



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