



CHIEF COMMUNICATIONS OFFICER

City of Kyle, Texas

Recruitment Services Provided By



The Opportunity

The City of Kyle seeks a strategic public communications thought-leader to drive innovation and excellence in the City's Communications Department as the Chief Communications Officer. Kyle offers a highly competitive salary, strong employee benefits, a truly amazing city team, and the opportunity to shape the communications program for the second fastest growing city in the nation.



About Kyle

Kyle, Texas, one of the fastest-growing cities in the United States, is poised to become the largest city in Hays County in the coming years and is currently ranked as the second fastest-growing city with a population of over 50,000 in the nation. With over 62,500 residents, Kyle's rapid development and its location in the heart of the Texas Innovation Corridor make it an ideal place to live, work, and play.

Kyle's growth is powered by diverse industries, from high-tech manufacturing to professional services and recreation. The city is undergoing significant infrastructure improvements, including the expansion of its parks and green spaces and implementation of the \$294 million Road Bond passed in 2022 to decrease congestion and improve overall safety and mobility in Kyle. Future projects will offer even more opportunities for recreation and community engagement.

Residents and visitors alike enjoy the balance between modern amenities and access to nature. Kyle boasts a variety of city parks and recreational spaces, perfect for outdoor activities such as hiking, biking, and picnicking. Whether you're exploring Lake Kyle or enjoying a day at Heroes Memorial Park, there's something for everyone. With the Texas Hill Country nearby, activities like river tubing, camping, and fishing are just a short drive away, making Kyle a wonderful place for families and outdoor enthusiasts.

Despite its rapid expansion, Kyle remains true to its core principles—dedication, integrity, and creativity—ensuring that as the city grows, it maintains a strong sense of community. The city's forward-thinking approach and commitment to enhancing quality of life create an environment where both businesses and residents can thrive. With its own unique blend of charm and the convenience of being just minutes from Austin, Kyle offers the perfect place to enjoy life.





City Government

Incorporated in 1928, Kyle is governed by a council-manager form of government. The City Council consists of three members elected by district, along with three Council Members and the Mayor who are elected at-large. Each member of the Council is elected to three-year terms, limited to three terms. The City Council appoints the City Manager, City Attorney, and Municipal Court Judge.

The City Manager, along with two Assistant City Managers, provides overall leadership of the City's 450 FTE employees and \$363 million all-funds budget, with \$800 million in capital improvement spending over the next five years. There are 14 City departments, one of which is the Communications Department.

Team Kyle Culture

The City of Kyle culture defines how their employees interact with one another and the public. The City of Kyle has taken specific actions to define its organizational culture with four essential core values.

Team Kyle Culture is based on the Core Values (KYLE) listed below:

Knowledge:

Knowledgeable in all aspects of job and City operations; maintains high quality of work; freedom from errors and mistakes. Attends training and development opportunities to stay updated with best practices in the field. Puts forward ideas and acts upon improving efficiency and effectiveness.

Yes-Attitude:

Demonstrates superior customer service; treats other employees and citizens with kindness; promotes goodwill; solves conflict with tact.

Leading Edge:

Continually looking for areas to improve upon; decisive and adaptive; supports new ideas; a driver for change. Innovative.

Employee Accountability:

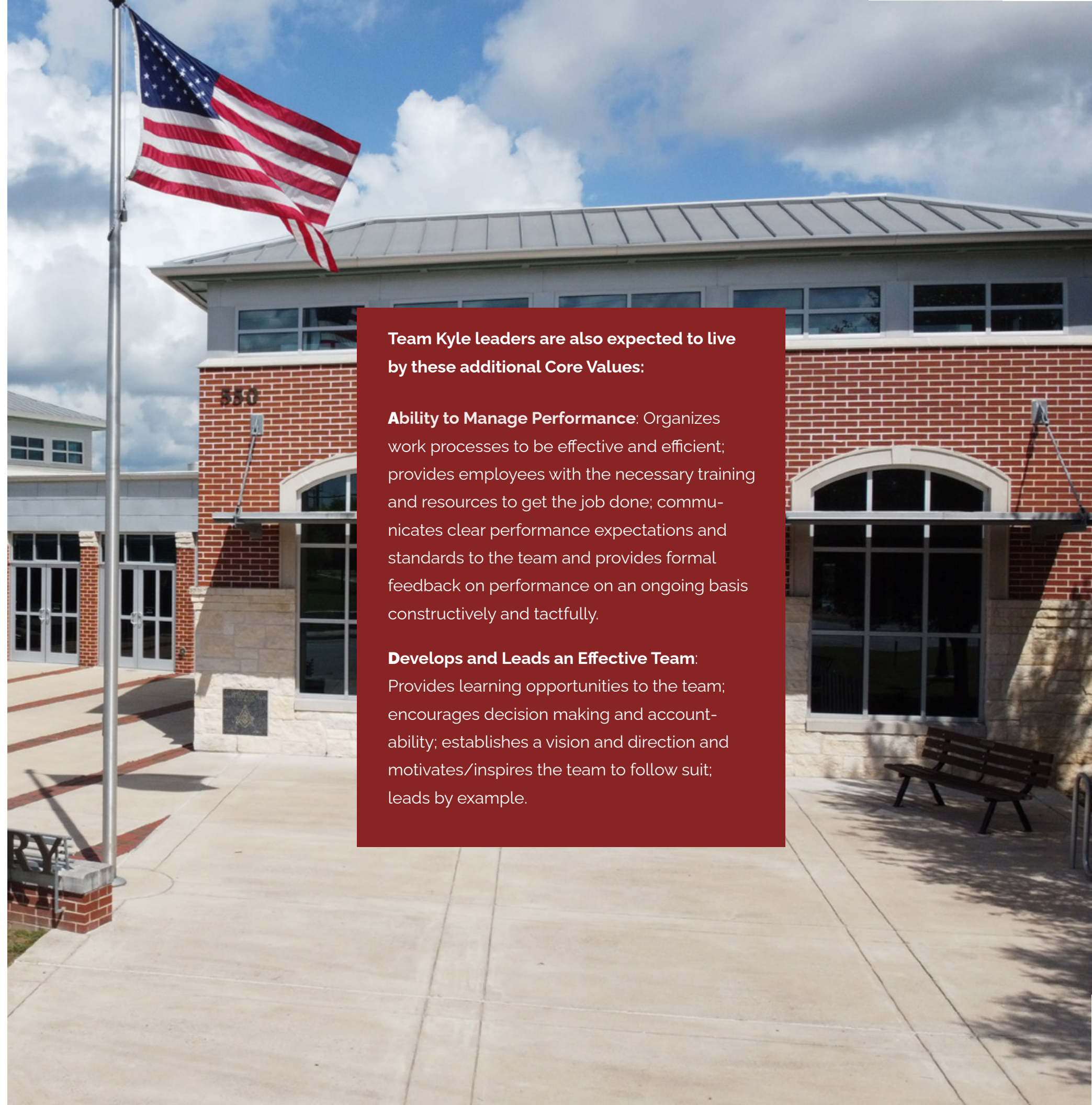
Actively seeks and gives performance feedback to determine developmental opportunities; uses feedback as an opportunity for continuous improvement.

Team Kyle leaders are also expected to live by these additional Core Values:

Ability to Manage Performance: Organizes work processes to be effective and efficient; provides employees with the necessary training and resources to get the job done; communicates clear performance expectations and standards to the team and provides formal feedback on performance on an ongoing basis constructively and tactfully.

Develops and Leads an Effective Team:

Provides learning opportunities to the team; encourages decision making and accountability; establishes a vision and direction and motivates/inspires the team to follow suit; leads by example.





The Department

The Communications Department oversees citywide communication and marketing efforts, coordinates digital public engagement, and special projects, events, and initiatives. The department serves to increase awareness of the City's programs and services while promoting and protecting the City's interests. The department provides strategic communications consultation and solutions; and manages City platforms, including the website and social media outlets.

Department employees include an Assistant Director, a Communications Manager, a Communications Specialist, a Graphics Designer, an Audio and Film Production Manager, and an Audio and Film Production Specialist. The FY 2025 annual department budget is \$1 million.

\$ 1M Operating Budget **7 FTE** Employees

The Position

Reporting to an Assistant City Manager, the Chief Communications Officer is responsible for leading the day-to-day operations of the Communications Department to execute corporate communications and engagement strategies in partnership with the City Manager's Executive Leadership team. This position works collaboratively with City departments on communications strategies, messaging, and community engagement. Key responsibilities include:

- Developing, recommending, and implementing innovations and new initiatives to advance public communication and engagement on behalf of the City.
- Developing and implementing communication strategies by creating a coordinated pipeline of communication to the public and other government partners.
- Aligning operational planning, policies, and procedures with the strategic direction of the department and of the City's broader network of public information professionals.
- Conveying the City's overall vision, values, programs, and impact through clear and consistent messaging.
- Directing the implementation of short- and long-range goals for current and new programs.
- Planning, directing, and coordinating the development and communication of information designed to keep the public informed of the City's activities.
- Organizing and facilitating media events, press conferences and related special events.
- Planning and directing the development and communication of information to keep the public and city employees informed of overall City accomplishments.
- Representing the city at community projects and public, social, and business gatherings.
- Designing, developing, and implementing a comprehensive strategic communication plan for the city.
- Conducting and activating on-going crisis communications planning.
- Directing the activities of audio/video production and broadcasting.
- Assisting news media with information about meetings, city decisions, policies and other city issues of interest.
- Leading the City's crisis communications strategy and executing crisis communication in coordination with the City's Managers office.
- Developing short- and long-term plans and budgets for communications programs and their activities.
- Brand management and establishing a consistent messaging framework across all city departments and operations.
- Leveraging social media platforms, emerging technologies, and data driven reporting/insights to strategically drive communications and messaging of the City forward.





Ideal Candidate

The ideal candidate for the position of Chief Communications Officer in the City of Kyle will possess certain traits and experiences that will lead to success:

- A proactive and strategic approach to corporate communications, and an ability to shift culture from reactivity toward proactivity. The City must tell its story before others do, and in a fast-growing city like Kyle, there are numerous projects and initiatives about which to inform the community.
- A demonstrated ability to implement comprehensive strategic communication plans would be beneficial.
- The ideal candidate will be a thought leader, able to foresee opportunities to advance the City's communications strategies and initiatives and develop robust approaches toward the same.
- The selected candidate will have the opportunity to build a full open-data transparency portal, allowing its users expanded access to data on the City's operations.
- The best candidates will possess excellent interpersonal skills, able to navigate political pressures and other delicate situations with finesse and sophistication.
- Fluency with technology and modern communication methods is essential, including an awareness of trends and issues in the industry.
- Strategic business acumen to navigate communications with a varied and diverse audience including Kyle residents, city business partners, and elected officials.

Qualifications

Any combination of education and experience that would likely provide the necessary knowledge, skills, and abilities is qualifying. The following is a typical way to qualify:

Education: Graduation with a Bachelor's degree from an accredited college or university with major course work in Communications, Public Administration, or a related field. A Master's degree is preferred.

Experience: Six years of experience in communications, including two (2) years of experience in a management capacity.





Salary and Benefits

The salary range for the Chief Communications Officer is **up to \$201,000**, with placement in the range dependent on qualifications. In addition, an excellent executive benefits package is provided as outlined below. Key benefits include:

- **Retirement:** Texas Municipal Retirement System (TMRS) with a 7% employee contribution and a 2:1 match by the City of Kyle.
- **Insurance:** The City provides excellent insurance benefits for employees including three health plan options, two dental plans, and vision coverage. Additionally, life insurance, short-term and long-term disability, and an Employee Assistance Program are covered by the City. Employees also have the option to purchase additional life insurance for themselves and their dependents.
- **Tuition Reimbursement:** The City will reimburse the covered costs of tuition and books for those who take job related, City career-enhancing credit courses at accredited degree granting colleges and universities.
- **Leave:** The selected candidate will receive vacation and sick leave, 13 paid holidays, 2 floating holidays, and up to 12 hours annually of paid leave to volunteer in community/charitable organizations.
- **Auto allowance:** The City will provide an automobile allowance of \$375 monthly.

The current City of Kyle Benefits Guide can be found [here](#).

Application and Selection Process

To be considered for this position, candidates are encouraged to apply immediately, as this recruitment will close once a sufficiently strong pool of stellar candidates has been established. Interested candidates must submit a cover letter and résumé online at:

www.mosaicpublic.com/careers

CONFIDENTIAL INQUIRIES ARE WELCOMED TO:

Greg Nelson | greg@mosaicpublic.com | (916) 550-4100.

Yolanda Miller | yolanda@mosaicpublic.com | (916) 550-4100

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 Kyle is an Equal Opportunity Employer.

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