

# CITY OF WARRENVILLE

## MEMO

To: Mayor and City Council  
From: Cristina White, Assistant City Administrator *CW*  
Subject: Early Recruitment for Communications Coordinator Position  
Date: March 9, 2022

The purpose of this memorandum is to request direction to proceed with recruitment of a new Communications Coordinator position before approval of the FY 2023 budget. Beginning recruitment in March will allow the position to be filled earlier in the fiscal year, as the recruitment process generally takes at least three months to complete.

### **Background**

The staffing study completed in 2020, included a recommendation to add a Communications Coordinator position in FY 2022 to prioritize a more proactive communications and outreach strategy. The Matrix Consulting Group report included the following summary from the focus group meetings:

*“Communications from the City was one of the most common concerns expressed, related to the desire for greater communication from the City regarding what is occurring in the community, City services, and future changes. Communication was raised as an issue related to almost all service areas with greater information desired regarding police activities, planned road construction, city events, dedicated public information resources to ensure a coordinated effort was undertaken on social media and improvements to the website, etc.”*

Due to some unexpected financial challenges and other competing priorities, the position was not included in the FY 2022 budget. However, as the City operations continue to evolve, the need to be more intentional with communication grows. Communication, marketing, and outreach efforts are currently decentralized with staff from all departments involved in related activities. While each department will continue to be involved in content development and providing information, the Communication Coordinator will be the central repository to ensure the City’s messages are delivered in a creative, customer-friendly, concise way that adheres to the City’s marketing and brand strategy. Some of the essential duties of the Communication Coordinator include:

- Plans, coordinates, and executes all communication and marketing campaigns for the City.
- Designs graphics, videos, and other creative content.

- Maintains the City website, public access channel, and social media channels; Coordinates and edits the Hometown Happenings Newsletter.
- Assists with development and implementation of communication campaigns to advance the City's diversity goals.
- Manages communication and marketing for City sponsored and co-sponsored special events and community activity; Represents the City at various community events.
- Monitors and responds to social media inquiries and comments in accordance with City policy and practices, including occasional interaction outside of normal business hours.
- Develops internal and external crisis communication plans; Responds to and/or supports emergencies.
- Recommends strategies for improving community engagement, and analyzes effectiveness of the City's outreach methods and communication platforms.

A decision package has been prepared for consideration with the FY 2023 budget. The estimated salary and benefit cost of the position is \$108,044. There are some additional costs included in the budget for general office supplies and equipment. The position costs are included in the General Fund with \$50,000 budgeted out of the Hotel Tax fund.

The actual hiring of the position will only occur after the City Council approves both the position in the FY 2023 Authorized Strength Ordinance and the funding in the FY 2023 Budget.

**Staff Recommendation**

***Recommend the City Council direct staff to proceed with early recruitment of the Communications Coordinator position, with an anticipated start date after May 1, 2022.***