

City of Sedona



invites your interest for the position of
Communications and Public Relations Manager



UNIQUE OPPORTUNITY

This is a perfect opportunity for a dynamic, self motivated Communications and Public Relations Manager to build a cutting edge communications program for the City of Sedona.

With guidance from the City Manager and collaboration with the Sedona Team, the Communications and Public Relations Manager will have the opportunity to build upon existing success; incorporating emerging best practices and creating 21st century communications tools and techniques.

THE POSITION

The Communications and Public Relations Manager plans and develops City-wide strategic communications programs to include all aspects of internal and external communications through multiple media tools.

Implementing cutting-edge technology, this pivotal position will use a variety of communications processes including public input and data collection, written documentation, public presentations, social media, advertising and audio/video production.

The Communications and Public Relations Manager serves as the “eyes,” “ears” and “voice” of the organization; keeping informed about current city activities and projects, acting as a city spokesperson, media liaison and an agent for improved internal information sharing. The selected incumbent will have the freedom to create core organizational brands, develop proactive messaging and experiment with new tools and techniques.

The position will also develop strategic communication and marketing concepts that include audience identification, objectives, strategies, tactics, and key messages targeted to internal team members, residents, businesses and visitors as needed.

The incumbent will be encouraged to be forward thinking; utilizing new social media, graphic design and video production to compliment more traditional communication tools.



The ideal candidate will incorporate effective branding and marketing into all communication efforts, understand emerging best practices, have a proven track record of setting a positive example of competence, professionalism, trust, energy, and work ethic.

The incumbent will need to excel in self directed settings but also be a positive contributor as an essential member of the City’s Leadership Team.

EDUCATION AND EXPERIENCE

A Bachelor’s degree from an accredited college or university with major coursework in communications, marketing, public administration or related field or equivalent experience is required.

PERSONALITY AND MANAGEMENT STYLE

- High integrity and solid character; honest and direct; highly integrated and organized
- Ability to foster and promote strong and positive relationships with diverse constituents for positive outcomes
- Displays a leadership presence and a high degree of political sophistication
- Seeks continual and cutting-edge communication tools and systems
- Excellent customer service, both internal and external, and ability to successfully work with a variety of personalities
- Superior communicator who can quickly cultivate and maintain trust and confidence with a variety of audiences, including the City Manager, City Council, peers, subordinates and citizens
- Ability to present complex information and subject matter in a format that is concise and understandable

THE ORGANIZATION

The City of Sedona has a highly engaged and energized team operating under the Manager-Council form of government with six Council Members and one elected Mayor. The Council appoints the City Manager, who is responsible for carrying out policy enacted by the



Council, overseeing administration of the City, and maintaining inter-governmental relationships.

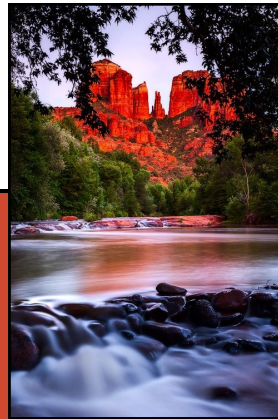
Sedona currently has a staff of about one-hundred full-time equivalent employees. The staff are a cohesive and close

team that frequently report rapport with team members as one of the most gratifying aspects of their job. City team members enjoy an ambitious, yet gratifying working environment that is built on integrated teamwork, initiative, goals, and a common foundation of core values and principles.

City departments include the City Manager, City Attorney, City Clerk, Community Development including engineering and public works services, Finance, Human Resources, Information Technology, GIS, Magistrate Court, Parks and Recreation, Police, and Wastewater (special districts provide fire services and water). The City has an “A” underlying rating from Standard and Poor’s Rating Services on its most recent bond issuance.

The City has no property tax and relies on sales tax and lodging tax revenues to support its operations. The City has come out of the recession with a reduced workforce, smaller budget, and excellent reserves.

The 2016 budget reflects a commitment to maintaining core services and a continuing mindset, developed out of necessity as the City navigated the recession, of identifying cost-saving efficiencies and adding resources only in the most critical areas.



COMMUNITY

Sedona is a community built upon a love of the outdoors, arts, culture and community engagement. Exquisite scenery and mild climate provide year round access to hundreds of miles of trails for hiker and bikers. Sedona’s tourist economy provides outstanding cultural amenities including dozens of restaurants, art galleries and retail stores.

Sedona is home to numerous community events including:

- International Film Festival
- Sedona Mountain Bike Festival
- Sedona Yoga Festival
- National Day of the Cowboy
- Red Rocks Oktoberfest
 - Sedona WineFest
 - Sedona Marathon Event
 - Winter Music Festival



The perfect destination should seem exotic yet feel like coming home. That is the very definition of Sedona, a small town blessed with an abundance of scenic beauty.

LOCATION

Sedona is approximately two hours north of Phoenix and 40 minutes south of Flagstaff in the heart of Arizona's Verde Valley. It serves as a premier international tourist center with millions of visitors each year.

At 4500 ft. elevation, Sedona enjoys what many consider to be a perfect climate; substantially cooler than Phoenix with winters much milder than Flagstaff. Both are easily accessible from Sedona, giving residents a variety

of climate at any time of year.

Sedona is surrounded by national forest, providing protection against excessive growth and unlimited access to the outdoors.

Originally founded

in 1902, the City was incorporated in 1988 and is one of the premier tourism, recreation, retirement, and art centers in the world.

Sedona's history is that of a rural community with such beauty it became known worldwide through the motion picture industry. A multitude of classic and current films, commercials, and television shows have been filmed in and around Sedona.

The Verde Valley is widely becoming known as the new viticulture location with a variety of established wineries. The wine trail, located just outside of Sedona, invites wine enthusiasts to experience a variety of unique cellars rich in history, beauty, and the production of exquisite Arizona wines.



COMPENSATION AND BENEFITS

The salary range for the position is \$59,000 — \$85,000 annually. The City also offers a competitive benefit package that includes comprehensive health insurance, paid holidays, generous time off, participation in the Arizona State Retirement system a four day work-week and more.

APPLICATION AND SELECTION

To be considered for this exceptional career opportunity, submit your résumé, cover letter, a list of six work-related references (who will not be contacted without prior notice) and current salary by August 15, 2016.

Please submit your materials electronically as one file to **HumanResources@SedonaAZ.gov**.

The City will invite selected candidates to participate in an interview process during the following time frames:

Preliminary phone interviews are scheduled for the week of September 12, 2016.

On site final interviews are schedule for the week of September 26, 2016.

Tel: 928-203-5189 • **Fax:** 928-282-1394

E-mail: HumanResources@SedonaAZ.gov

Website: www.SedonaAZ.gov

