



**DIRECTOR OF
COMMUNICATIONS AND
COMMUNITY ENGAGEMENT**



CANYON, TEXAS, is situated in the central part of the Texas Panhandle, just 14 miles south of Amarillo (14th largest city in Texas and largest in the TX Panhandle). The community serves as the Randall County seat and is in close proximity to the second largest canyon in the United States, Palo Duro Canyon. This placement, along with access to a strong education system, an affordable cost of living, a stable economic climate, and an abundance of recreational opportunities, has created a community that people are quickly moving to.

With a population of 16,733 and growing, Canyon is one of the fastest growing cities in the Texas Panhandle and in the State of Texas. The community has a 25.8% growth rate since 2010. The community's growth has brought challenges as the City keeps up with service and infrastructure demands. Growth is projected to continue for the foreseeable future. Covering eight square miles, the City is easily accessible via I-27, Highway 60, and I-40.



Canyon has become a destination for visitors from around the world, as it is the gateway to Palo Duro Canyon State Park, the second largest natural canyon in the US; the site of the largest history museum in Texas, the Panhandle Plains Historical Museum; and home to the longest running outdoor musical drama, TEXAS, which started in 1965 and has since become the most attended outdoor drama in the United States, seen by more than three million visitors from 100 countries.

CANYON boasts a rich history based in cattle and ranching and a heritage rooted in the pioneer spirit of the West. The first settlers arrived in the late 1800s. After the arrival of the railroad, Canyon became a major shipping point for cattle and cotton and the City was incorporated in 1906. Strong growth continued even through World War I and the Great Depression. After World War II, the economy continued to depend on production of wheat, sorghum, dairy products, and livestock, as well as on West Texas A&M University. The University remains an important partner in the community and maintains an excellent relationship with the City.



In addition to being a thriving small town with world-renowned tourist attractions, Canyon was selected in 2002 as a Texas Main Street City. Since

becoming an official Main Street community, the historic courthouse square has experienced revitalization, with millions of dollars being invested into the properties and new businesses being enticed to the downtown, making it a gathering place for locals and visitors. The top three major employers in Canyon are West Texas A&M University, Canyon Independent School District and Randall County.



Tourism is very important to the local economy, with Canyon's top attractions being the aforementioned Palo Duro Canyon, the TEXAS musical drama, and the Panhandle Plains Historical Museum. Residents and visitors also enjoy numerous other attractions and events, such as the historic downtown square; the Amarillo Opera; the annual Kickin' It in Canyon, which brings in big name concerts; the Annual Canyon 4th of July Celebration and Fair on the Square, bringing in more than 10,000 visitors; WTAMU Homecoming; the annual Chamber BBQ; Canyon Main Street June James; and the seasonal downtown Farmers Market.

Canyon has many other recreational activities to offer, including the Palo Duro Creek Golf Course, an 18-hole premiere course; the West Texas A&M University Activity Center, where residents and visitors can enjoy an indoor water park, bowling, racquetball, and basketball; walking or biking along the trails on Buffalo Hill; the Paul Lyndsey Park lake and walking trails; and the Canyon Aqua Park during the summer months.

Public Education in the City is provided by the highly rated Canyon Independent School District, which serves a total of 10,168 students in grades K-12 throughout 17 campuses. Canyon ISD's goal is to enhance every student's educational experience by achieving daily growth towards lifelong success. The district's boundaries cover 732 square miles and the average enrollment growth each year is 2-2.5%. Canyon High School is ranked second in the Lone Star Cup for all 191 4A high schools in Texas. This ranking is based on a UIL system that scores high school performances in district and state championships in academics, athletics, and fine arts. Canyon ISD students' ACT and SAT scores exceed the state average and the district has a four-year graduation rate of 97.5%. Canyon ISD offers a wide variety of athletics and special activities, including basketball, baseball, football, softball, soccer, track, volleyball, powerlifting, golf, wrestling, swimming, and tennis.

For those seeking higher education, there are several universities and community colleges nearby, including West Texas A&M University, with the main campus in Canyon and branches in Amarillo; Amarillo College, a two-year community college in Amarillo; and Texas Tech University Health Sciences Center, a pharmacy and medical school, located in Amarillo.

Canyon has a median income of \$46,525 and an average home value of \$160,200.



GOVERNANCE AND ORGANIZATION



The City of Canyon is a Home Rule Municipality operating under the Commission-Manager form of government. The City of Canyon Commission consists of five members, including the Mayor, who are all elected at-large and serve 2 year terms with no limits.

The City Manager is appointed by the City Commission and is responsible for the day-to-day operation of all city departments. The direct management of each department is split between the City Manager, Assistant City Manager and City Secretary accordingly. Joe Price has served as City Manager since 2019. Mr. Price went to college at West Texas A&M in Canyon and enjoys a stable, a proactive communication-based approach, and positive relationship with the City Commission and the community.

Canyon has the traditional complement of city departments, including Planning and Development, Parks and Recreation, Police, Fire, Information Technology, Administration/Human Resources, Municipal Court, Public Works, Finance, Canyon Area Library, and Palo Duro Creek Golf Course . There are 29 personnel in our Police department and there are 7 fire personnel (with 22 volunteers) operating. The Canyon Fire Department has been given an ISO 2, a high rating issued to only the best departments in the state. In 2016, the community passed a \$6 million dollar bond that included the Canyon Aquatic Park (CAP), an important community recreational infrastructure project.

The City has a lean, but effective, workforce with a low turnover rate. Canyon has 111 full-time and 40 part-time employees, with up to 80-100 seasonal part-time employees. Canyon also operates a Community Center, a Municipal Golf Course and the Canyon Aquatic Park. The City's total fiscal year budget is \$23 million, and its ad valorem tax rate is \$0.37504 per \$100 of valuation.

Canyon has a unique culture and is a leader in the Texas Panhandle for innovation and successful governance. The City received the TML Excellence Award in 2014 and has been named among the top 10 Best Small Towns in America, Safest Cities in Texas, Best Small Town to visit in the US, and Most Beautiful Towns in Texas.

The City of Canyon is filled with smart, dedicated employees, who are focused on serving the residents of Canyon. The work is very fast paced, challenging and community-centric. We strive to model our servant leadership values.

THE POSITION

In the City of Canyon, we add value to our community by planning for the future, providing quality services, encouraging community involvement, and being responsive to those we serve. We are relentless in the pursuit of transparency and clarity for our citizens and staff members. That's why we are searching for our first **Director of Communications and Community Engagement**, a senior level staff member whose primary responsibility is to provide long-term and short-term strategic vision and guidance to the newly formed Communications Division within the City Manager's Office.



This visionary and servant leader will be responsible for developing and overseeing the deployment of a citywide comprehensive strategic communications, marketing and public engagement plan. The Director will coordinate with the City's executive and senior staff on key messaging. This role will provide strategic vision and guidance to the organization ensuring that all communications, both internal and external, work toward the same goals, deliver consistent messages, portray the same brand image and reflect the City's unique culture and our core values of: integrity, customer service, excellence, respect and teamwork.

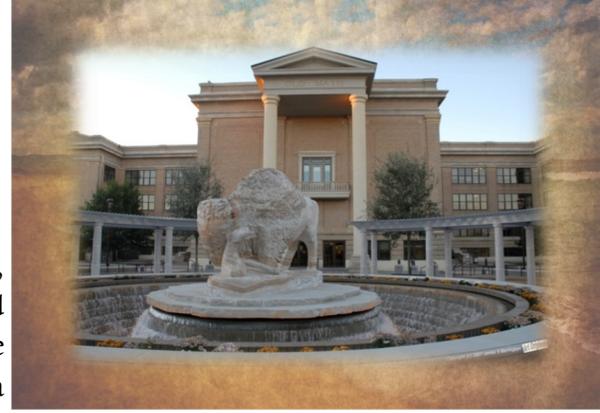
The Director will work directly with department leaders, engaging with them on a regular basis to proactively identify communications and public engagement opportunities and strategies that support their department work. This role functions under the general direction of the City Manager's Office, and provides direction and oversight of the City's Communications. The Director will also work with the Canyon Palo Duro Creek Golf Course on promotional opportunities. This is an exciting and unique opportunity for the right candidate to build a division from the ground up, to tell the City of Canyon story, and to work in one of the most dynamic cities in the state of Texas.

The Director of Communications and Community Engagement manages public information communications, which includes media relations and publicity activities to inform the public; to foster civic involvement and heighten awareness for City activities, services and programs; to coordinate activities designed to provide external and internal audiences with current information regarding all aspects of City operations and services; and to support/lead marketing and public relations activities to create and maintain a favorable public image of the City of Canyon. The Director of Communications and Community Engagement will report to the City Secretary.

Mission Statement

“Integrity: To be honest and trustworthy; to conduct oneself in an ethical and moral manner; to be accountable.”

IDEAL CANDIDATE



The ideal candidate will be an excellent communicator and collaborator, with a strong sense of community. You must value relationships and understand that relationships allow for action to occur. You will be passionate about public service and the value of local government in a community. You must be creative, personable and trustworthy and compel those qualities in the area that you lead. You must strongly value transparency and the value that many opinions bring to a conversation. You must know the right words to use and when to use them in order to inspire the confidence the community deserves in its local government.

We desire a leader that will be a collaborative team builder who is committed to excellence in customer service, dedicated to helping the City realize its vision and goals, and focused on public engagement. A savvy social media strategist with a deep understanding of the local media market, the new Director of Communications and Community Engagement will function at a high level in an environment of continuous learning. It will be important for the Director to stay informed of new and emerging trends in communication media and technology and remain familiar with all social media platforms used by local governments. A confident and proactive multi-tasker who is able to function at a high level in a fast paced environment, work with a great degree of independence, and manage multiple projects simultaneously will be necessary to be successful in this position.

The Director of Communications and Community Engagement will handle all issues with tact and diplomacy and offer assistance and support to coworkers to maintain a harmonious work environment. This position has frequent contact with City departments, other governmental agencies, public and private organizations, the general public, and professional associations.

A proven track record of engaging the public and experience doing media outreach to improve engagement with local government issues are preferred. It will be important for the Director of Communications and Community Engagement to always emulate courtesy and sensitivity when dealing with the public. The Director will assist with special events in coordination with other City departments and organizations. Excellent project management skills, with the ability to prioritize and organize competing needs, meet commitments and deadlines, and remain calm under intense pressure.

EDUCATION AND EXPERIENCE

The successful candidate will hold a Bachelor's Degree from an accredited university in marketing, mass communications, journalism, public relations, advertising, public administration or a closely related field. Three (3) to five (5) years of experience in a similar role that demonstrates your understanding of the position and responsibilities is preferred, but not required.

COMPENSATION AND BENEFITS

The salary range for this position is \$54,500 to \$65,000 depending on qualifications. In addition to a competitive salary range, the City provides a generous benefits package which includes comprehensive medical coverage, life insurance, disability, retirement (mandatory TMRS at 7% with a 2:1 city match) paid vacation and sick leave and holidays. Highly desirous of successful candidate to relocate or live in the immediate area. Reasonable relocation expenses will be provided if the successful candidates relocates within the city limits.

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