

THE CITY OF COPPELL TEXAS



Is seeking a dynamic leader with a passion for public service to serve as the new



PUBLIC INFORMATION OFFICER



A Family Community For A Lifetime

The Opportunity

The City of Coppel is seeking an individual with a passion for public service and results-oriented leadership to assist our organization in achieving and maintaining its mission as defined in the Coppel 2030 Strategic Vision of building “a family community for a lifetime.”

The City seeks a person who thrives within a team environment of highly

qualified and effective executive staff and team members who have a deep understanding of and appreciation for the “call to public service” enabling them to achieve exemplary service delivery in a community where the expectations are extremely high. Coppel is the right place for someone looking for this environment in which to serve and grow professionally.



The Community

The City of Coppel is a vibrant community located right in the heart of the Dallas/Fort Worth Metroplex.

Regularly recognized as one of the best places to live in the region, state and country, the 14.9 square miles comprising Coppel is home today to almost 40,000 people, yet there is an intentional small town atmosphere evident in the community. The second

to none location within the Metroplex,

outstanding public school systems, and the high quality services provided by the City provide a quality of life resulting in family after family adopting Coppel as their community of choice.



“The people we serve in the community are the only reason we exist as an organization. The customer service expectations is to solve the problem and exceed the expectation while doing so.”

Clay Phillips, City Manager

The average home value in Coppel is now more than \$318,000 while new homes in Coppel are priced well above \$500,000. The median family income tops \$105,000. Coppel is served by three fine independent school districts with the vast majority of children attending the highly acclaimed Coppel Independent School District.



Coppell has seen tremendous growth over the past 20 years as it transformed from a rural farming community to a premier metropolitan suburb. In addition to the quality residential growth, Coppell is also home to a modern commercial/industrial community. The national headquarters of The Container Store, regional hubs for Amazon, Kroger, Uline, Staples, and Haverty's, as well as major facilities for Citi Group, IBM, Verizon and others, all provide jobs and municipal revenues

that enable the City to continue the delivery of high quality services as expected by our residents and business community.

The small town feel of Coppell combined with the central location in the Metroplex provide residents and businesses alike the best of both worlds. World class entertainment including major sports and cultural offerings are easily frequented by those living and working in Coppell. The Dallas Cowboys, Texas Rangers, Dallas Mavericks, and Dallas Stars along with the cultural offerings of both Dallas and Fort Worth are within a short drive of the community. Higher education opportunities are within commuting distance to Coppell such as The University of North Texas, The University of Texas at Dallas, Southern Methodist University, Texas Christian University, The University of Dallas and The University of Texas at Arlington. The Dallas County Community College District's North Lake College has a satellite campus in the City of Coppell.

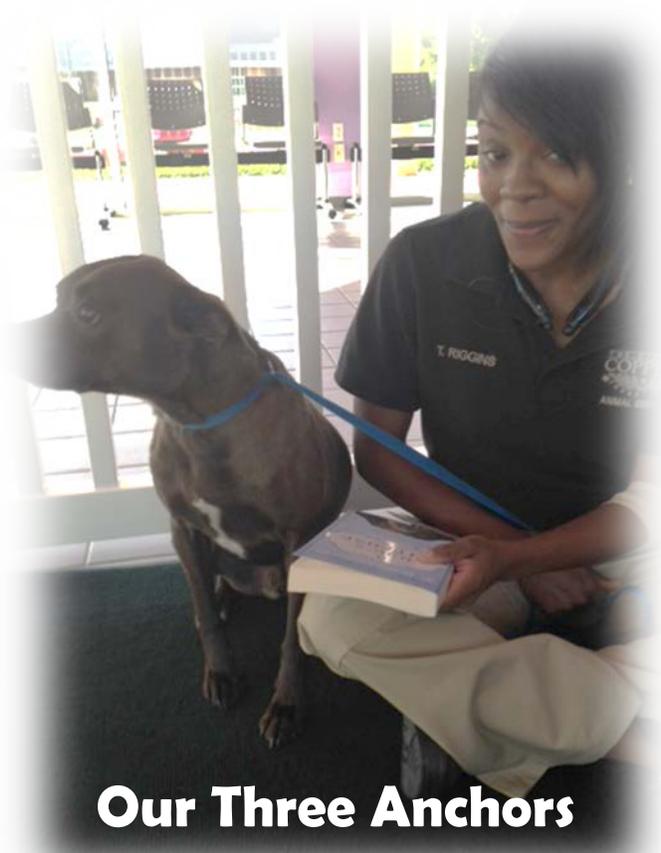
The City of Coppell is a great place to raise a family, work and play!



The Organization

The City of Coppell operates under the Council/Manager form of government. Stability is the best descriptor of the organization's leadership. All of the elected officials have been involved with the community for many years and several have now served on the Council for many years. The current City Manager has more than 35 successful years of service.

Today, the City of Coppell has over 385 FTE's in addition to a number of seasonal employees that provide a full range of municipal services to the community. The departments of Administration & Human Resources, Engineering & Public Works, Finance, Fire, Information Services, Library, Parks & Recreation, Planning, and Police work together to meet and exceed the needs and expectations of our citizens and business community. Our Mayor and City Council have a proven track record of understanding the importance of caring for the needs of our employees resulting in a great deal of corporate knowledge obtained through a committed group of employees. The total annual budget for all funds in fiscal year 2015-2016 is over \$103.7 million, with the General Fund comprising \$56,099,169 of the total.



Our Three Anchors

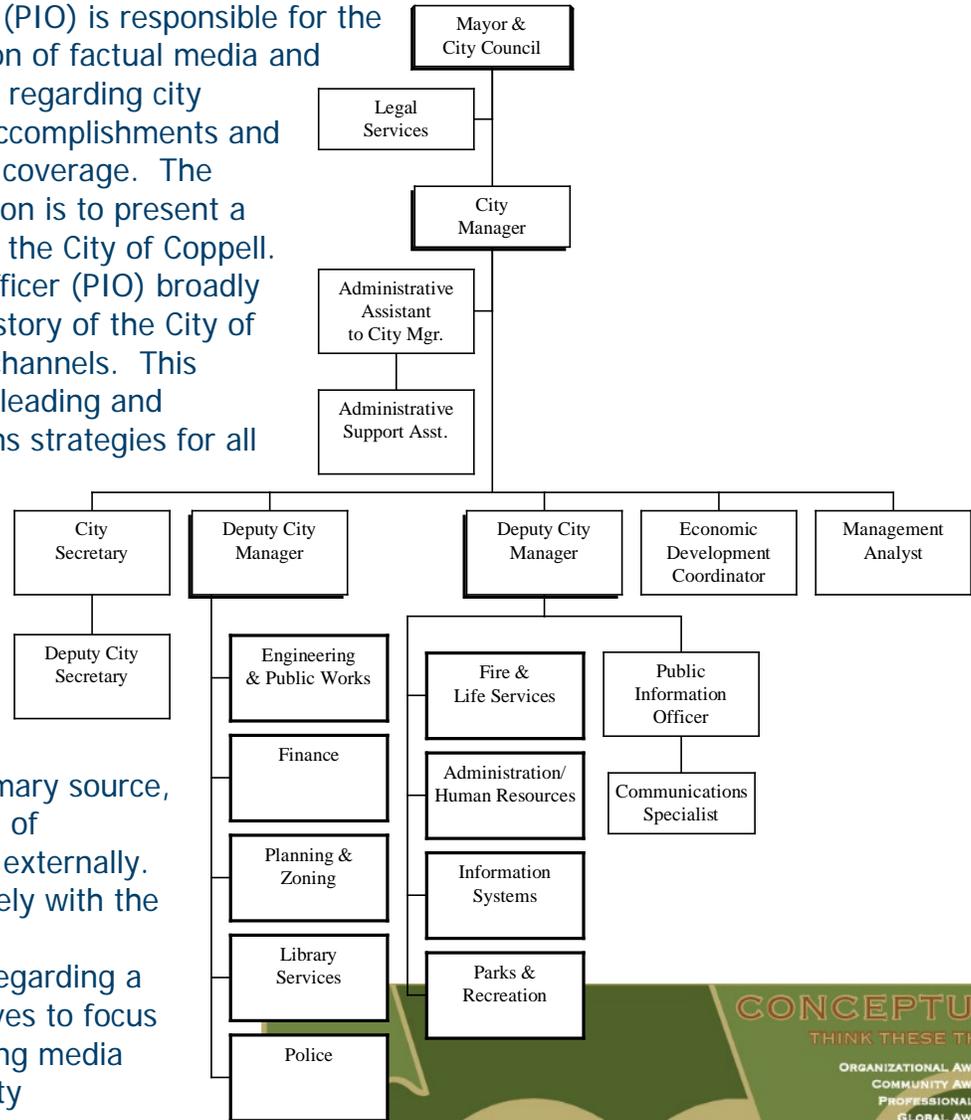
- **Am I demonstrating a servant's heart?**
- **Am I exceeding our customer's expectations?**
- **Am I making it better?**

"We have worked for many years to create a culture of high performance, service delivery, and professionalism. We will continue to invest heavily in our people and the PIO will help foster this effort."

Clay Phillips, City Manager

The Position

Under the direction of the Deputy City Manager, the Public Information Officer (PIO) is responsible for the preparation and distribution of factual media and general public information regarding city services, programs, and accomplishments and the coordination of media coverage. The primary focus of the position is to present a favorable public image for the City of Coppell. This Public Information Officer (PIO) broadly articulates the vision and story of the City of Coppell through multiple channels. This position is responsible for leading and developing communications strategies for all website, social media, and public relations messages, activities, and services to consistently articulate the City of Coppell story to the citizens. The position ensures that the City of Coppell is viewed as a primary source, disseminator, and channel of information internally and externally. The PIO works cooperatively with the executive team as their communications partner regarding a variety of strategic initiatives to focus resources toward enhancing media interactions and community engagement.



*"Our organizational culture expects people to be willing to discuss difficult issues early on, be they personnel, interdepartmental, or otherwise. We discuss the 'undiscussable' and 'confront the brutal facts'." **

Clay Phillips, City Manager

** "Confront the brutal facts" is a quote from Jim Collins, author of Good to Great*



The Ideal Candidate

The City Manager is looking for an experienced leader with a track record of management and leadership success in organizations of similar size and complexity or larger. The next Public Information Officer must be able to thrive in a relatively fast paced environment that provides exceptional customer service to the community.

As part of the executive management team, the Public Information Officer will be expected to complement the skills and behaviors of the City Manager. An outgoing personality, good listening skills and consistent leadership and management traits are essential. Good decision-making skills and an orientation to detail and customer service are expected.

A willingness and desire to join an already effective team, adapting to our way of performing while bringing new, fresh perspectives to the organization is necessary. The next Public Information Officer must seek to understand the culture of the organization and embrace it.

Exceptional communication skills are required, both written and verbal with a proven ability to effectively participate with and lead individuals and teams from across the organization and within the community. The ideal candidate will create opportunities to obtain input from multiple points of view.



An analytical approach to decision-making is essential. A demonstrated ability to make quality public presentations and to represent the community in public settings is important.

A complete understanding and appreciation for the local government profession and a thorough knowledge and ability to succeed within the political framework of local government is essential.

This position requires a person with an unquestionable work ethic demonstrating initiative in all that is required day-to-day. Personal and professional integrity is non-negotiable including the practice of fair, equitable, and impartial decision-making.

2016 Key Goals

- Transition to a new public information notification platform.
- Continue the City's re-branding efforts with the new website, a City-wide banner program, and the continuation of the Citizen Welcome Packet distribution effort and production of the City Desk water bill insert.
- Further expand communication throughout Coppell by increasing electronic communication with the recently redesigned website, Coppell Clips weekly emails, online videos, and social media platforms.



Compensation

Salary range: \$65,603.20 to \$95,118.40 annually, depending on qualifications with an excellent benefits package.

How to Apply

Interested and qualified candidates should apply online. The job description, an electronic version of the brochure and other related information is available on the City's website at <http://coppelltx.gov/careers>.

