



NOW HIRING!

Director of Communications

**Join our
Team!**
Apply Online
at Nixa.com

Nixa marks the spot where you can make your mark.





City Motto:
"Neighbors committed to an
exceptional quality of life."



ABOUT NIXA

A progressive and fast-growing community known as the premier suburb of the Springfield Metro Area, Nixa is home to over 23,000 people.

Incorporated as a village in 1902, Nixa became a fourth class city under Missouri law in 1946 and became a Home Rule Charter City in 2010. Since the city's first census count in 1940, Nixa's population has grown rapidly and continues to outpace the growth of Christian County and the state.

Named one of the "Best Places to Live in America" by Time Magazine and one of Money Magazine's "7 Best Places to Retire Right Now" in 2017, Nixa is perfectly situated among regional attractions and recreational opportunities in both the Springfield and Branson areas. It maintains a hometown feel with modern features and amenities. Nixa public schools are among the very best in the state, with 2021's "Best High School in the Springfield Metro Area" according to U.S. News & World Report.

The City of Nixa prides itself on innovation and continual improvement. The Missouri Municipal League has recognized Nixa with its prestigious Innovation Award in the large city category for four consecutive years. The city also maintains productive relationships with the Nixa Chamber of Commerce, Nixa Public Schools, the Nixa Fire Protection District, Show Me Christian County, and other government agencies in Christian County, and across the region.





GOVERNMENT & ORGANIZATION

Staff Culture: "DISCOVER Greatness"

Dependable

Integrity

Supportive

Communicative

Optimistic

Visible

Excellent

Responsible

The City of Nixa is a home rule city and operates under a council-manager form of government. The City is led by a Mayor and six City Council representatives who are elected by the public and serve alternating three-year terms. A professional City Administrator manages the day-to-day operations. The City Administrator, Police Chief, City Clerk, and City Attorney are appointed by council.

The city's departments include: Administration, Development, Police, Parks & Recreation, Public Works, and Utilities. The City operates a public-owned utility made up of the electric, water, and wastewater departments. Public Works also includes the stormwater, street, and recycling departments, as well as an internal vehicle maintenance shop. The administrative departments encompass utility billing, building inspections, code enforcement, animal control, finance, legal, human resources, communications, and the office of the City Clerk. The Development Department also coordinates the city's Planning & Zoning Commission which consists of 9 city residents appointed by the council.

The employee think tank is an employee committee which generates and develops solutions from staff representatives from each department for presentation and adoption by management and Council.

The City has an annual budget of \$41 million and 150 FTEs. Nixa has received the GFOA Certificate of Achievement for Excellence in Financial Reporting for each of the last five years. In 2021, Nixa began implementation of a new 5-year strategic plan. In 2022 the city aims to begin a 20-year comprehensive plan. This is an exciting time to bring your energy and innovative ideas to shape the future of both the municipal government and the broader Nixa community as we seek to set the pace for the region, state, and nation as a progressive community poised for continued growth and improvement.





EMPLOYEE BENEFITS

The City of Nixa prides itself on offering a benefits-rich compensation package. Here are some of the key benefits we provide to our team members:

- **Health Insurance:** The City pays 100% of the employee's health insurance premium for the PPO Basic plan, and we pay 50% of the PPO Basic plan premium for your dependents. Buyup plans are also available with additional cost to the employee. We also now offer a highdeductible HSA plan. All plans are through CoxHealth. Employee Only; Employee & Spouse; Employee & Children; or Family Coverages available.
- **Vision Insurance:** City pays 100% of the employee's premium and 65% of premium for dependent coverage. The Standard insurance company.
- **Dental Insurance:** City pays 100% of the employee's premium and 65% of premium for dependent coverage. The Standard insurance company.
- **Life Insurance:** The City pays 100% of the premium to cover the employee at \$25,000; the employee's spouse at \$10,000; and the employee's child at \$5,000. The Standard insurance company. Additional Supplemental Voluntary Life Insurance is available, paid by the employee.
- **Short-Term and Long-Term Disability Insurance:** The City pays 100% of premiums.
- **Mandatory Retirement Plan:** LAGERS. 0% of wages withheld. Vested after 5 years.
- **Paid Time Off:** 13 holidays annually, 1 personal day annually, 96 sick hours per year. Sick and vacation time accrue weekly. Vacation time increases with years of service. (See umbrella graphic).
- **Department Directors:** and higher level employees begin with 3 weeks paid vacation per year.
- **Free Gym Membership:** At The X Center operated by Nixa Parks (employees only), plus family discounts.

Additional Benefits Available on Strictly Voluntary Basis:

- **Supplemental Voluntary Life Insurance:** Payroll deduction.
- **Deferred Compensation:** Payroll deduction.
- **Flexible Spending Account (FSA):** Payroll deduction.
- **Critical Care with Cancer Plan:** Payroll deduction.
- **Cancer Plan:** Payroll deduction.
- **Accident Plan:** Payroll deduction.

Vacation Accrual Schedule





JOB DESCRIPTION

Director of Communications

Job Summary: Reports to the Assistant City Administrator and facilitates all aspects of coordination, planning, writing, and distribution of strategic mass communications of all formats through various methods to both internal and external audiences. This position will also represent the City to the news media in accordance with public relations best practices. This is an important role which requires knowledge of journalistic and public relations ethics, attention to detail, and the ability to work effectively under pressure.

Employment Status: Full-Time (40 hours/week)

FSLA Status: Exempt

Experience Required: Minimum 3+ years of previous professional experience in a public relations role. FEMA Public Information Officer training qualifications preferred.

Minimum Education Requirements: Bachelor's Degree in Public Relations, Strategic Communications, or related field

Direct Supervisor: Assistant City Administrator

Supervisory Responsibility: Yes

Primary Work Location: City facilities, grounds, & worksites.

Certification: Valid State of Missouri driver's license; possess Missouri Registered Professional Engineer credentials.

Essential Job Functions:

An employee in this position may be called upon to do any or all of the following essential duties:

- Oversee and direct the City's online presence through management of the content and layout of the Nixa.com website and social media accounts across platforms.
- Publish content tailored to various audiences, including internal staff, the Council, community stakeholders, voters, agency partners, businesses, non-profits, and all residents and visitors of the Nixa community.
- Advise department heads and elected officials on public relations/strategic communications ethics and best practices and how to maximize the efficacy of all messaging to achieve the goals identified in the City's strategic plan.
- Coordinate with and secure approvals on drafted content from appropriate department heads and relevant subject matter experts to serve the needs and goals of each unique department within the city.
- Coach, train, and supervise employees and interns in the Communications Department..
- Conduct performance evaluations and is responsible for hitting and disciplining employees in department.
- Make proposals regarding department annual budget and track expenditures.





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Essential Qualifications, Knowledge, Skills, and Abilities for Employment:

An employee in this class must have the following knowledge, skills, and abilities upon application:

Knowledge, Skills, and Abilities

- Expert writing/editing skills. Very effective written communication.
- Knowledge of campaign ethics laws, as well as sunshine/open records laws.
- Understanding of federal, state, and local government structures and laws, and of how different agencies interact with one another.
- Expert public speaking skills; ability to present and speak on camera and to act as a spokesperson for the City.
- Journalistic writing skills and understanding of both public relations and journalism ethics.
- Ability to quickly learn and accurately summarize complex information.
- Knowledge of best practices for website content management and user experience.
- Knowledge of using social media archiving tools to respond to Sunshine/Open Records requests.
- Intermediate to expert proficiency using Microsoft Office 365 applications, including Outlook, Word, PowerPoint, and Excel.
- Knowledge of graphic design software, include Canva, InDesign, Illustrator, Photoshop, and Lightroom.
- Knowledge of tracking communications activities and expertise in content analytics.
- Video production and still photography skills. Ability to operate A/V equipment..



Essential Job Functions Cont:

An employee in this position may be called upon to do any or all of the following essential duties:

- Oversee the distribution of monthly external and internal email newsletters and other email marketing campaigns.
- Collaborate with appropriate departments on unique or annual print publications such as annual reports and brochures.
- Practice effective crisis communications and reputation management in the event of an all-hazards situation..
- Media train city employees, build inter-agency relationships, and remain up to date with the tools and best practices for managing public information, media relations, and social media.
- Collaborate with departments on City's strategic and crisis plans, branding, and other communications and community engagement projects..





JOB DESCRIPTION

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Essential Qualifications, Knowledge, Skills, and Abilities for Employment Cont.:

- Knowledge of Search Engine Optimization and website accessibility standards.
- Demonstrate leadership skills in the management of the communications team.
- Up to date on Public Relations best practices and inclusive language.
- Exceptional accuracy, precision, and attention to detail required.
- Ability to remain calm and plan effectively in high pressure situations and on very short deadlines while drafting and distributing communications and problem-solving skills.
- Self-starter with excellent interpersonal communication and problem-solving skills.

Work Environment

- Usually works in an office environment, but will occasionally attend events at public locations.
- Exposed to moderate noise levels.
- May, on rare occasions, be required to work in extreme temperatures and in inclement weather conditions.
- May, on rare occasions, be required to work on hazardous traffic conditions.
- On-call and either available most nights and weekends or arrange to have other staff available to communicate to the media and the public regarding emergency situations.

Physical Abilities

- This position is generally sedentary in nature, movement throughout the area and the City is required from time to time.
- Ability to have continuous oral and written communication with co-workers, supervisors, media outlets, and members of the public.
- Repetitive movements, frequent lifting of up to 10lbs., reaching, lifting, stopping, and the ability to read a computer screen, detect color-coding, and read fine print.

Essential Job Functions Cont:

An employee in this position may be called upon to do any or all of the following essential duties:

- Write press releases, pitch news stories, track media relations and electronic data, and answer media questions.
- Respond to direct messages, questions, and comments from the public submitted via social media, email, phone, and more..
- Provide training and necessary materials for elected officials and staff to ensure the city is prepared for and holds successful press conferences with national news media..
- Craft written statements to media in response to questions in a timely manner; source the necessary approval from department heads, administrators, elected officials, and partner agencies.
- Produce monthly reports for City Council that summarize public engagement data.
- Perform other tasks as assigned.

