



[chulavistaca.gov](http://chulavistaca.gov)



The City of Chula Vista  
invites your interest in the position of

# Chief Communications Officer



## Chief Communications Officer

Recruitment Number: **25276710**

Filing Deadline: **12:00 p.m., Friday, November 14, 2025**



## About Chula Vista

Chula Vista means “beautiful view” and there is more to see and do here than you can imagine! Great year-round weather, miles of trails, coastline, mountains and open space beckon runners, hikers, cyclists, birders, and outdoors enthusiasts from the bay to lakes. The Chula Vista Bayfront will soon be transformed into a thriving residential and world-class waterfront resort destination. The Chula Vista Bayfront Master Plan will establish thousands of new jobs, create new public parks, protect natural coastal resources, and build an important asset for the region, Chula Vista residents and coastal visitors.

Chula Vista is located at the center of one of the richest cultural, economic and environmentally diverse zones in the United States. It is the second-largest City in San Diego County with a population of over 280,000. Chula Vista boasts more than 50 square miles of coastal landscape, canyons, rolling hills, mountains, quality parks, and miles of trails. Chula Vista is a leader in conservation and renewable energy, has outstanding public schools, is home to the Chula Vista Elite Athletic Training Center, and has been named one of the top safest cities in the country.

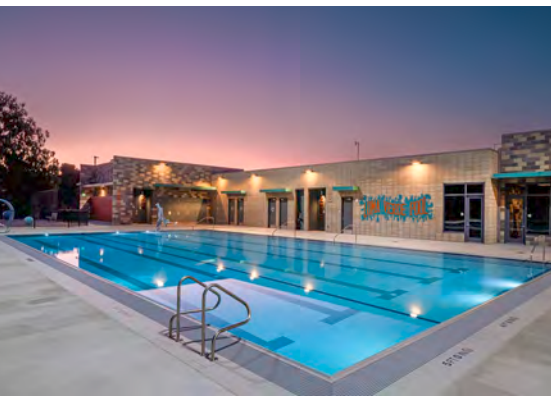
## City Operations

The City of Chula Vista operates under its own charter with a Council/Manager form of government. The Mayor and four Councilmembers are elected to four-year overlapping terms. The City has over 1,300 employees and an annual General Fund operating budget of \$305.6 million, allocated to the following departments:

- Animal Services
- City Attorney
- City Clerk
- City Manager
- Development Services
- Economic Development
- Engineering & Capital Projects
- Finance
- Fire
- Housing & Homeless Services
- Human Resources
- Information Technology Services
- Library Services
- Mayor & Council
- Parks & Recreation
- Police
- Public Works

## Questions

Erin Dempster  
Assistant Director of Human Resources  
(619) 409-5815  
[edempster@chulavistaca.gov](mailto:edempster@chulavistaca.gov)



## The Position

The Chief Communications Officer will plan, organize, direct, and manage the staff, operations and activities of the Office of Communications within the City Manager's Office; oversee media relations, marketing, internal and external communications; develop and execute a strategic program that shapes the image and recognition of the City through short and long-term communications/marketing strategies; administer and manage ongoing development of integrated marketing programs to leverage the City's unique assets; work collaboratively with departments to market and enhance the City's image; and to provide highly responsible support to the City Manager and Executive Team.

Other major responsibilities include:

- Plan, organize, direct and manage the operations and activities of the Office of Communications; plan, develop and oversee the work of staff involved in marketing, social media programs, internal and external communications, and media relations; recommend and implement the Office of Communications' goals and objectives; establish performance standards and methods; and develop and implement policies and procedures.
- Establish and execute short and long-term community engagement and marketing goals and strategies; develop and implement comprehensive plans, strategies and approaches for use in marketing and promoting the City's image to citizens, businesses, industry and media locally, regionally, and nationally; communicate and collaborate with outside marketing and advertising agencies on programs and campaigns as required; serve as a consultant to the City Manager and City departments to deliver effective communications solutions.
- Develop and implement strategies to effectively generate positive publicity and awareness for the City of Chula Vista; utilize multi-media, multi-level communications and technology to accomplish plans.
- Oversee development of City e-newsletter; coordinate website content and design updates with webmaster; coordinate video production activities.
- Oversee a creative and engaging social media program that provides information on City meetings, events and other activities.
- Serve as the City's Public Information Officer for the Emergency Operations Center (EOC).
- Advise the City Manager and department directors on communications strategies and messaging during crises, emergencies, or high-profile issues; draft key messages, talking points, and public statements for use by City officials during emergencies and on issues of public concern.
- Develop and maintain strong working relationships with members of the media; serve as the City's spokesperson in highly sensitive, complex situations under the direction of the City Manager's office; provide public relations counsel to the City Manager, senior management staff and City departments in matters related to a wide variety of City programs and issues.
- Participate in budget preparation and administration; prepare cost estimates for budget recommendations; monitor and control expenditures.
- Manage employees; review and evaluate employees work performance; participate in the selection of staff; coordinate staff training; conduct performance evaluations; recommend discipline; implement discipline procedures as directed.

# The Ideal Candidate

The ideal candidate for this position will have increasingly responsible and progressive management experience in directing a comprehensive communications program. The Chief Communications Officer will be expected to:

- Be composed and poised in stressful, politically-charged environments.
- Maintain an environment of mutual trust, fairness, integrity, and respect.
- Have a demonstrated superior influence and ability to stimulate change in an organization.
- Have demonstrated effective and proven leadership and mentoring skills.
- Build consensus, remain objective, and act as a positive change agent for the community.
- Blend innovation and creativity, think outside the box, creatively move the Office of Communications in a positive direction, or next step, while acknowledging and responding to its challenges.
- Have the ability to work with a diverse community.
- Have a solid understanding of budget principles as well as the financial constraints currently facing local government.

## Qualifications

Qualified candidates, at minimum, will have the equivalent of five years of increasingly responsible and progressive management experience in directing a comprehensive communications program, including two years of supervisory responsibility, and training equivalent to a Bachelor's degree from an accredited college or university with major course work

in public relations, marketing, communications, business administration, or related field.

## Compensation & Benefits

The salary range for this position is currently \$145,789 - \$177,207. Salary placement will be based on qualifications and prior experience. This is an unclassified, at-will position. In addition, the City participates in CalPERS retirement and provides an annual allotment of \$19,956 for Senior Management employees to use toward the purchase of benefits available under the City's IRS Section 125 Cafeteria Benefits Plan. The City also allows for the partial cash out of any unused annual allotment.

Employee paid time off includes:

- **Vacation** - 15-25 days per year (accrual based on years of service)
- **Hard Holidays** - 11 days per year
- **Management Leave** - 96 hours per fiscal year
- **Floating Holidays** - 24 hours per fiscal year
- **Sick Leave** - 96 hours per year

This position receives a Senior Management benefit package. Please view the detailed benefit summary linked here:

<https://tinyurl.com/CVSM2025>

## Application Process

To be considered for this position, please submit an official City Application, a comprehensive resume and a letter of interest via our website at [www.chulavistaca.gov](http://www.chulavistaca.gov).

All applications and resumes received will be evaluated in relation to the criteria outlined in this brochure. Candidates with the most relevant qualifications will be invited to

participate further in the selection process. Post-Offer: employment is contingent upon successful completion of a background check and medical exam.

**For questions please contact Erin Dempster, Assistant Director of Human Resources at [edempster@chulavistaca.gov](mailto:edempster@chulavistaca.gov) or (619) 409-5815.**