

# COMMUNICATIONS & MARKETING MANAGER



Remembering what connects us.



# THE COMMUNITY

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## Remembering what connects us.

Tustin (pop. 79,326) is located just 37 miles southeast of Los Angeles, in the heart of Orange County, and offers an exceptional quality of life complemented by an ideal Southern California climate. This vibrant community is characterized by quality neighborhoods, low crime, superior schools, premium parks and recreation facilities, and cultural and entertainment amenities. It encompasses just over 11 square miles and is conveniently located near numerous regional attractions - beaches, performing arts centers, and recreational facilities.

Celebrating history with a commitment to the future, Tustin is home to over 28,000 housing units and a diverse industrial commercial base that includes multinational corporate headquarters, thriving regional and neighborhood retail centers, flexible technology centers, computer component development, and manufacturing. Tustin also has a long-standing tradition of community connection with events such as the Old Town farmer's markets, the Tustin Street Fair and Chili Cook-Off, the long-running Tustin Tiller Days, and the new summertime Sunset Market in Old Town that contribute to the City's charm.

Tustin Unified School District has an outstanding reputation for quality public education, while numerous higher educational opportunities are located nearby, including the University of California, Irvine; California State University, Fullerton; and Chapman University.

In recent years, Tustin has been advancing a major revitalization project at the former Marine Corps Air Station, which is reshaping the community and will welcome thousands of new residents and amenities over the next decade. Community engagement is at the forefront of these changes, led by a rebranding campaign and a renewed commitment to communication with businesses and residents. The Economic Development Division, which will house this position, has also been re-envisioned to find innovative ways to support small businesses and economic diversity.



# CITY GOVERNMENT

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The City of Tustin was incorporated in 1927 as a General Law City operating under a Council-Manager form of government. The City Council is comprised of five members, with a Mayor elected at large and four Councilmembers elected by district. The City Council appoints the City Manager, City Attorney, and members of various boards and commissions. The City Manager appoints all Department Heads and is responsible for the day-to-day management of the City.

Tustin provides an array of public services, including police, public works, parks and recreation, planning, building, and all traditional forms of management support. The City contracts with Orange County Fire Authority for fire prevention/suppression and emergency services, and City Attorney services are delivered contractually by a private firm specializing in local government. Tustin is supported by 333.5 FTE and operates on a biennial budget. The FY 2025-26 General Fund budget is approximately \$110 million (total budget of \$263 million).

It is the mission of the City of Tustin to provide effective, high-quality services that foster safety, quality of life, and economic vitality throughout the community. To learn more, visit [www.tustinca.org](http://www.tustinca.org).



# THE POSITION

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The Communications and Marketing Manager will lead the City's communications, branding, marketing, and public engagement efforts across the organization. Reporting to the Deputy Director of Economic Development within the Community Development Department, the position partners closely with the City Manager's Office, executive leadership, and departments citywide to elevate and align the City's communications strategy, messaging, and public presence.

Key areas of responsibility include:

- Shaping and advancing the City's overall communications and marketing strategy, including long-range messaging priorities, annual communications planning, and brand positioning
- Establishing and promoting consistent branding, messaging, and communications standards across departments while helping cultivate a cohesive and professional organizational voice
- Overseeing the development of a wide range of public-facing materials and campaigns, including publications, videos, presentations, newsletters, promotional content, and informational resources supporting City programs, initiatives, and services
- Planning and coordinating citywide community outreach, engagement initiatives, special events, and informational campaigns designed to strengthen public awareness, trust, and community connection
- Coordinating responses to sensitive and high-profile public, stakeholder, and media inquiries.

- Supporting executive leadership and elected officials through the research, drafting, and editing of speeches, presentations, talking points, statements, and other strategic communications materials
- Serving as the City's spokesperson and, when assigned, Public Information Officer, including responding to media inquiries, coordinating interviews, and proactive media outreach
- Helping ensure City leadership remains informed and prepared regarding sensitive issues, emerging developments, and communications matters with potential public or media interest
- Coordinating crisis and emergency communications efforts in partnership with public safety and emergency management personnel, including public messaging during critical events
- Responding to and assisting to resolve sensitive and high-profile public, stakeholder, and media inquiries
- Monitoring communications trends, analytics, and emerging technologies to evaluate effectiveness, strengthen engagement, and support continuous improvement
- Developing and managing communications-related budgets, contracts, consultants, and professional service providers while ensuring quality, accountability, and alignment with City objectives
- Providing leadership and direction to assigned staff and fostering collaboration across departments and project teams



## THE IDEAL CANDIDATE

The City of Tustin seeks a creative, collaborative, and strategically minded communications professional who is passionate about shaping narratives, building connections, and helping tell the story of a dynamic and service-oriented organization. This is an exciting opportunity for someone who enjoys working behind the scenes to support and elevate an entire organization through thoughtful communication, branding, marketing, and engagement efforts.

The ideal candidate will be an exceptional communicator with the ability to translate complex or technical information into clear, engaging, and audience-appropriate messaging. They will understand how strong communications and marketing strategies can strengthen public trust, support organizational goals, and enhance the City's identity and reputation.

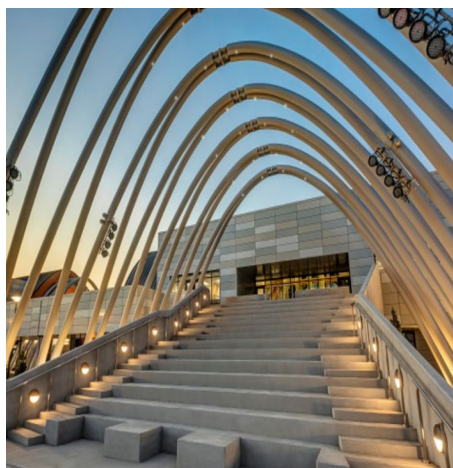
This role requires someone who is equally comfortable thinking strategically and executing tactically. The Communications and Marketing Manager will help continue implementation of the City's branding and communications initiatives, ensuring consistency in messaging, visual identity, and overall tone while helping departments communicate in ways that feel cohesive, polished, and authentically "on brand."

The ideal candidate will also be adaptable, responsive, and calm under pressure, with the ability to manage shifting priorities, respond to urgent issues, and balance day-to-day communications needs alongside longer-term projects and initiatives.

In addition, the successful candidate will offer many of the following strengths and attributes:

- A strong foundation in communications, marketing, branding, and public engagement
- Outstanding writing, editing, and verbal communication skills, with the ability to tailor messaging to different audiences and platforms
- The ability to develop content directly across multiple media formats while also coordinating and overseeing external creative consultants, including graphic designers, videographers, photographers, and related vendors
- An understanding of modern branding and marketing fundamentals, including content standards, formatting requirements, file specifications, aspect ratios, quality control, and audience engagement strategies
- Experience using modern communications and creative tools such as Canva, CapCut, Adobe Premiere Pro, and/or the broader Adobe Creative Suite
- The ability to manage multiple projects simultaneously while maintaining strong attention to detail, organization, and follow-through
- Political acumen, emotional intelligence, and sound judgment when responding to sensitive, high-profile, or rapidly evolving issues
- A collaborative and customer-service-oriented mindset with the ability to build trust and credibility across the organization.

A bachelor's degree in communications, journalism, public relations, marketing, public administration, or a related field and five years of professional communications experience, including media relations, digital communications, and crisis or emergency communications are required. Public sector experience and lead or supervisory experience are highly desirable.





## COMPENSATION & BENEFITS

The salary range for this position is \$125,216 - \$167,794. Appointment within the range will be DOQE. In addition to salary, Tustin offers an attractive benefits package that includes but is not limited to:

**Retirement:** Classic CalPERS members will be enrolled in the 2% @ 60 plan, with an employee contribution of 10% (pre-tax). New CalPERS members will be enrolled in the 2% @ 62 plan, with an employee contribution of 7.25% (pre-tax). The City does not participate in Social Security, though participation in Medicare is mandatory (1.45% employee contribution).

**Deferred Compensation:** Employees may voluntarily defer earnings, on a pre-tax basis, into a 457(b) deferred compensation plan. The City matches the deferred compensation contribution, up to a maximum of 2% of employee salary, into a 401(a) deferred compensation plan.

**Flexible Benefits Plan:** City provides a specific dollar amount to each employee to use for the purchase of individual or family health coverage, dental plans, vision coverage, additional life insurance, and other optional benefits. The benefit amount for family coverage is \$2,550 per month.

**Holidays:** 13 paid holidays per year.

**Administrative Leave:** Up to 80 hours each year.

**General Leave:** Accrue 4 – 6 weeks of combined vacation/sick leave per year based on years of service. Prior years of service will be considered in determining accrual rate. The city offers generous accrual caps and cash out provisions.

**Life Insurance:** City paid premium; death benefit of \$200,000.

**Tuition Reimbursement:** Reimbursement of up to \$4,000 per calendar year for graduate school, four-year college or university, or a job-related program.

**Bilingual Pay:** \$100 per month to employees in designated positions who demonstrate conversational skills in Spanish or another language necessary for City business.

**Retiree Health Insurance:** Employees who retire from City with 10 years of full-time service and continued enrollment in City's health plan are eligible for reimbursement of \$350 per month, plus the PEMHCA statutory minimum (currently \$162 per month), toward retiree health insurance costs.

**Short & Long-term Disability Insurance:** Program for non-industrial illnesses or injuries maintained by the City.

**Other benefits:** 9/80 work schedule and telecommuting options; cell phone stipend; Dependent Care and Medical Care reimbursement accounts, Supplemental Life Insurance, and Supplemental Catastrophic Care Insurance are available on a voluntary employee-paid basis.

## APPLICATION & SELECTION PROCESS

This recruitment will close at **11:59 pm on Sunday, June 28, 2026**. To be considered for this opportunity, upload your cover letter, resume, and list of six professional references using the "Apply Now" feature at [www.tbcrecruiting.com](http://www.tbcrecruiting.com).



Tina White • 619.948.1786

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Following the closing date, resumes will be screened in relation to the criteria articulated in this brochure. Applicants with the most relevant qualifications will be granted preliminary interviews by the consultants. Candidates deemed to be the best qualified will be invited to participate in additional interviews in Tustin. A selection is anticipated shortly thereafter following completion of extensive background and reference checks. Please note that references will not be contacted until the end of the process and, at that time, will be done in close coordination with the candidate impacted.



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