

Briefing for City Council Candidates

Department: Executive Department/Communications

Reports to: Kellye Mazzoli, Assistant City Manager

Number of Staff Members in Department: 1 = Becky Range, Assistant to the City Manager

2021-2022 Department Budget: \$136,496 = 68,198 (2021) + \$68,298 (2022)

Primary responsibilities include:

- Public relations and marketing
- Media relations
- Electronic media (website and social media)
- Emergency communications
- Community relations/outreach for the City

Communication tools include, but are not limited to:

- Social media
- Print
- Media relations
- City's website bothellwa.gov
- Bothell Community Television (BCTV) Channel 21/26
- *Bothell Bridge*, quarterly newsletter

Additional responsibilities to support primary ones include:

- Continue to evaluate communication strategies to ensure effectiveness.
- Cultivate staff communication skills through training and idea sharing to expand outreach capacity within existing staff levels.

Duties/Responsibilities of Department:

- Ongoing initiatives:
- Manage City media relations
- Manage/improve City's website
- Manage production of quarterly *Bothell Bridge* publication
- Continue to build Bothell's social media presence
- Develop content for BCTV
- Produce monthly eNews (newsletter)
- Support departmental communication needs
- Work with City Manager to development community engagement goals

Major 2019-2020 initiatives:

- Leading the Diversity, Equity and Inclusion Committee, including management of contract with consultant

Additional Information:

- City news (media releases) at <http://www.bothellwa.gov/CivicAlerts.aspx>
- City News and Information, including links to social media at <http://www.bothellwa.gov/248/News-and-Information>
- Bothell Buzz (Bothell TV program) at <https://www.youtube.com/playlist?list=PLRZkVURfR9I4Cjz0nz7U6u7sNKOATmh85>
- City of Bothell YouTube channel at <https://www.youtube.com/user/CityofBothell/featured>
- Sign up for activities, news, email notifications at <http://www.bothellwa.gov/Search?searchPhrase=notify%20me>