

ESTABLISHMENT OF THE DEPARTMENT OF MARKETING & COMMUNICATIONS

City Manager's Office

City Council June 11, 2024

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DEPARTMENT OF MARKETING & COMMUNICATIONS

MISSION STATEMENT

The mission of the City of Riverside Department of Marketing & Communications is to strategically amplify the City's identity, values, and initiatives.

Through innovative marketing and communication strategies, we aim to engage residents, businesses, and visitors. Our mission is to foster civic pride, promote economic growth, and enhance the overall well-being of our community through creative and impactful initiatives.





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BACKGROUND





Marketing and Communications function separated from Economic Development and became housed in the Office of the City Manager.





RPU strategically reallocated five positions to enhance utility communications.



COVID-19 dramatically increases online broadcast of all City meetings, public communications, and increased demand for Marketing & Communications.





Mission expansion of Marketing & Communications to include a greater role in Economic Development, RiversideTV, crisis communications, branding, social media, City events, tourism, and the external promotion of Riverside.



Creation of standalone **Department of Marketing & Communications (MarComm)**, providing greater transparency of activities and budget allocations/expenditures, and focused leadership on branding the City, Economic Development, and connecting with community members.

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AREAS OF EXPERTISE



Graphic Design



Social Media



RiversideTV



Photography



Email Marketing



Website



RPU Project
Communication



Community Calendar



Electronic Signs



Media Relations



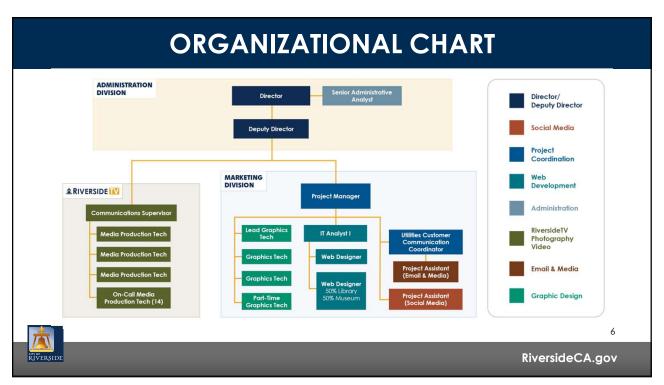
Local Outreach

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MARCOMM STRATEGIC GOALS



Brand Development and Enhancement



Economic Development Promotion



Digital Presence and Social Media Management



Media Innovation and Expansion



Tourism Promotion and Destination Branding



Data Analytics and Performance Metrics



Human Capital Expansion for External Collaboration

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MARCOMM STRATEGIC GOALS



Effective Communications and Marketing for Riverside Public Utilities (RPU)



Internal Communication Enhancement



Innovative Communication Strategies



Crisis Communication Preparedness



Inclusive and Accessible Community Engagement



Collaborative Partnerships



Sustainability and Green Initiatives

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STRATEGIC PLAN ALIGNMENT



Priority #5 - High Performing Government

Goal 5.3 – Enhance communication and collaboration with community members to improve transparency, build public trust and encourage shared decision-making.

Cross-Cutting Threads



Community Trust



Fiscal Responsibility



Sustainability & Resiliency



Equity



Innovation

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RECOMMENDATIONS

That the City Council:

- Accept and receive the establishment of the Department of Marketing & Communications; and
- Amend Riverside Municipal Code Section 2.08.020 to establish the Departments of Marketing & Communications and Housing & Human Services and the respective department heads as part of the administrative organizational structure of the City.



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