



# 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

**2015**  
9 FTE



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

**2018**  
14 FTE



RPU strategically reallocated **five positions** to enhance utility communications.

**2020**  
15 FTE /  
2.55 PT



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

**2023**  
15 FTE /  
2.55 PT



**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.



**2024**  
17 FTE /  
2.55 PT

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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# COMMUNICATIONS



**~1,060**  
Graphics Projects



**365,000**  
Subscribers



**42%**  
Email Engagement Rate



**577**  
Total Video  
Productions

**350**  
Meetings  
Broadcasted

**152** Other Videos  
**75** Live Feeds

**35**  
Football  
Games



**7M+** Webpage  
Views



**20,004,083**  
Social Media Reach  
Across All Social Media Accounts



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# ORGANIZATIONAL CHART

**ADMINISTRATION DIVISION**

- Director
  - Senior Administrative Analyst
  - Deputy Director


**RIVERSIDE TV**

- Communications Supervisor
  - Media Production Tech
  - Media Production Tech
  - Media Production Tech
  - On-Call Media Production Tech (14)

**MARKETING DIVISION**

- Project Manager
  - Lead Graphics Tech
  - Graphics Tech
  - Graphics Tech
  - Part-Time Graphics Tech
  - IT Analyst I
    - Web Designer
    - Web Designer (50% Library, 50% Museum)
  - Utilities Customer Communication Coordinator
    - Project Assistant (Email & Media)
    - Project Assistant (Social Media)

- Director/Deputy Director
- Social Media
- Project Coordination
- Web Development
- Administration
- RiversideTV Photography Video
- Email & Media
- Graphic Design



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## MARCOMM STRATEGIC GOALS

 <b>Brand Development and Enhancement</b>	 <b>Tourism Promotion and Destination Branding</b>
 <b>Economic Development Promotion</b>	 <b>Data Analytics and Performance Metrics</b>
 <b>Digital Presence and Social Media Management</b>	 <b>Human Capital Expansion for External Collaboration</b>
 <b>Media Innovation and Expansion</b>	

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## MARCOMM STRATEGIC GOALS

 <b>Effective Communications and Marketing for Riverside Public Utilities (RPU)</b>	 <b>Crisis Communication Preparedness</b>
 <b>Internal Communication Enhancement</b>	 <b>Inclusive and Accessible Community Engagement</b>
 <b>Innovative Communication Strategies</b>	 <b>Collaborative Partnerships</b>
	 <b>Sustainability and Green Initiatives</b>

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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:

1. Accept and receive the establishment of the Department of Marketing & Communications; and
2. 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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