



City Council Memorandum

City of Arts & Innovation

TO: HONORABLE MAYOR AND CITY COUNCIL DATE: OCTOBER 28, 2025

FROM: MARKETING & COMMUNICATIONS WARDS: ALL
DEPARTMENT

**SUBJECT: THE DEPARTMENT OF MARKETING & COMMUNICATIONS OVERVIEW
AND EMPLOYEE RECOGNITION**

ISSUE:

Receive an overview of the Department of Marketing & Communications and recognize the Departments accomplishments and employees.

RECOMMENDATIONS:

That the City Council receive an overview of the Department of Marketing & Communications and recognize the Department's accomplishments and employees.

BACKGROUND:

In June 2024, the City established the Department of Marketing & Communications as part of the City Manager's initiative to restructure the former Office of Communications into a standalone department. This reorganization was guided by the need for greater transparency in operations and budgeting, as well as a stronger emphasis on branding, business attraction, economic growth, and community engagement. The creation of this department reflects the City's commitment to centralizing communications, strengthening its public profile, and aligning outreach efforts with overall City goals.

DISCUSSION:

The City of Riverside's Department of Marketing & Communications is dedicated to amplifying the City's identity, values, and priorities through strategic, creative, and impactful communication. Our purpose is to engage residents, attract visitors, and support local businesses by telling Riverside's story in ways that inspire civic pride, promote economic growth, and highlight the City's unique character. As the City of Arts and Innovation in the heart of Southern California, Riverside is positioned as a place where creativity, opportunity, and progress come together. Through collaboration, innovation, and forward-thinking strategies, we aim to strengthen connections, foster a sense of belonging, and showcase Riverside as a community and destination of choice, today and into the future.

To ensure alignment with the organization's vision, the Department of Marketing & Communications has established strategic goals, which include the following:

- 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
- 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

The Department of Marketing & Communications consists of three (3) divisions: Administration, Marketing and RiversideTV and is a team of 17 FTE / 2.55 Part-time positions.

Administrative Division

The Administration team performs a variety of roles and responsibilities in supporting department operations through a wide range of responsibilities. These include coordinating and compiling project information, managing contracts, overseeing project execution and handling complex administrative functions. The team also manages the department's budget, develops strategies to enhance operational efficiency and conducts data collection and analysis. Daily, the team collaborates closely with all divisions, proactively supporting staff and anticipating the needs of both internal and external customers.

Marketing Division

The Marketing Division is comprised of multiple key components: Graphic Design, RPU Customer Communications, Web Design, Email, Tourism, and Social Media.

The Graphic Design Team is responsible for visualizing, creating, and branding all elements of the City of Riverside. Their tasks encompass a wide range, including general print and digital collateral, logo development, adherence to brand standards, electronic signage, and the execution of comprehensive marketing campaigns.

Since 2018, Marketing and Communications, formerly known as the Office of Communications, has expanded its scope to include Riverside Public Utilities (RPU), collaborating closely with RPU Management and Customer Engagement teams to address internal and external customer communication needs. Through regular communication and collaboration, strategic and effective guidance and support are ensured. The team emphasizes creative storytelling, develops strategic project and customer communications plans, produces print and digital collateral, aids in recruitment efforts, promotes rebate and assistance programs, enhances RPU branding, conducts email marketing, manages social media, and more.

The Web Design Team oversees the City's digital landscape, ensuring all websites are functional, accessible, and aligned with organizational standards. Beyond front-end development and ongoing maintenance, the team leads strategic digital initiatives and rapidly deploys websites tailored for emergency situations. They also play a key role in delivering integrated marketing campaigns across multiple platforms, supporting both citywide and departmental communication needs.

The Social Media Project Assistant manages the organization's presence across all City and RPU platforms, serving as both administrator and content lead. In this role, they collaborate with departments to develop engaging content, provide training on best practices and security policies, and ensure consistent messaging. They also monitor growth and trends, analyzing performance to measure success and identify opportunities for improvement.

RiversideTV Division

The RiversideTV Division consistently delivers a wide variety of programming accessible across multiple cable systems and digital platforms. Known for its award-winning sports coverage, RiversideTV provides high-quality broadcasts that rival major networks. In addition to sports, the division offers news updates, business spotlights, several quality of life shows and series, live streams of City Council and Committee meetings, press conferences, emergency communications, lifestyle segments, in-studio and on-location interviews, and historical features ensuring the community stays informed, engaged, and connected.

FISCAL IMPACT:

There is no fiscal impact associated with receiving this report and presentation.

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Attachments:

1. Presentation