



Staff Report

Agenda Item #: {{section.number}}C

Yountville Town Council Staff Report

DATE: May 6, 2025

TO: Mayor and Town Council

FROM: Brad Raulston, Town Manager

PREPARED BY: Brad Raulston, Town Manager
Ashley Ray, Human Resources Analyst

RECOMMENDATION:

Adopt Resolution Number 25-4356 approving the new classification of a full-time Deputy Director of Marketing and Economic Development including a new job description and salary range for this classification.

DISCUSSION/BACKGROUND

In accordance with the Yountville Municipal Code and the Yountville Personnel Rules and Policies, the Town Manager is responsible for the administration of the Town’s personnel system, including the maintenance of the Town’s employee Classification Plan. The Classification Plan is a listing of approved positions, a salary schedule of the ranges and steps for each position, and Job Descriptions that detail the requirements of each position. All three elements are administrated by the Town Manager and approved by the Town Council. Part of the duties of the Town Manager is to recommend changes to the personnel system for Council consideration. The Town Manager is proposing the creation of a Deputy Director of Marketing and Economic Development position.

This would be a new full-time at-will position to assist the Communications Director/Town Clerk in supporting our tourism-driven economy and local business community. This role will help promote the Town’s brand, market the Town to targeted audiences, and lead strategic efforts to attract and retain business. With the new position, the Town will be able to develop collaborative relationships and drive economic initiatives ensuring cohesive outreach and efficient support for both residents and visitors. This position would be filled through external appointment and subject to an employment agreement.

The full proposed job description is attached as Exhibit “A”.

The proposed Resolution would create one new at-will position for the Communications/Town Clerk Department.

Proposed Deputy Director of Marketing and Economic Development salary range:

| | | | | |
|-------------|-------------|-------------|-------------|-------------|
| Step A | Step B | Step C | Step D | Step E |
| \$11,104.46 | \$11,659.68 | \$12,242.67 | \$12,854.80 | \$13,497.54 |

This proposed salary range can be accommodated by the Communications/Town Clerk Department budget in Fiscal Year 2025/2026.

ENVIRONMENTAL REVIEW

Exempt per California Environmental Quality Act (CEQA) Guidelines Section 15061(b)(3) “common sense exemption” as it can be seen with certainty that there is no possibility that the activity in question can have a significant effect on the environment; and Guidelines 15324 (Regulations of Working Conditions).

FISCAL IMPACT

Is there a Fiscal Impact? Yes

Is it Currently Budgeted? Yes

Where is it Budgeted? Communications/Town Clerk Department

Is it Mandatory or Discretionary? Discretionary

Is there a Staff Resource Impact? Nominal

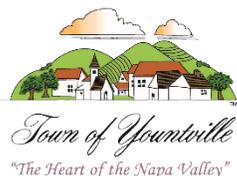
STRATEGIC PLAN GOAL

Is item Identified in Strategic Plan? Yes

If yes, Identify Strategic Goal and Objective. **Exceptional Town Services and Staff:** The Town supports its talented staff who deliver high quality municipal programs and services while maintaining public infrastructure for the benefit of the community.

ATTACHMENTS

1. Resolution No 25-4356
2. Job Description



TOWN OF YOUNTVILLE

Exhibit A

JOB DESCRIPTION

Deputy Director of Marketing and Economic Development

*Class specifications are only intended to present a descriptive summary of the range of duties and responsibilities associated with specified positions. Therefore, specifications **may not include all** duties performed by individuals within a classification. In addition, specifications are intended to outline the **minimum** qualifications necessary for entry into the class and do not necessarily convey the qualifications of incumbents within the position.*

GENERAL PURPOSE

Under general direction, develops, coordinates, implements, and performs a variety of duties in relation to marketing and promotion of the Town of Yountville's services, events, and programs. The marketing and economic development strategy includes, but is not limited to, retention, marketing, recruitment, and public information correlating to the Town's economic development goals. Serves as liaison between the Town and stakeholders in the economic development ecosystem; represents the Town with professionalism and enthusiasm; performs other related duties as required.

SUPERVISION RECEIVED AND EXERCISED

General direction is provided by the Communications Director/Town Clerk and, on occasion, by the Town Manager on a project basis. Responsibilities include direct and indirect supervision of management, professional, technical, administrative staff, and contracted consultants as assigned.

DISTINGUISHING CHARACTERISTICS

This "At-Will" position, subject to employment agreement, is an executive-level management position in the Communications and Town Clerk Department and exercises considerable independent judgment in the management of assigned activities. The successful candidate will have a proven track record of economic development accomplishments and an aptitude for navigating complex community issues and creative problem-solving. This position is responsible for marketing and outreach services, including, but not limited to, conducting market research, developing creative marketing campaigns, social media content development and optimization, and advertising events. They will have regular contact and develop collaborative relationships with the business community, external vendors, other agencies, and private community organizations to execute promotional events and campaigns, work in partnership with marketing and other professionals for marketing efforts, plan and execute initiatives to reach our target audience through appropriate channels (Social Media, Email, Print), and assist in analyzing marketing data.

This is an FSLA-exempt position subject to an at-will employment agreement.

ESSENTIAL DUTIES (include but are not limited to the following)

- Plan, organize, manage, and establish priorities for the economic development and tourism functions and programs to further Town goals.
- Serve as the Town's liaison with the business and development community to help businesses navigate Town processes, supply useful data, and provide referrals and introductions to resources, with a focus on business retention, expansion, and attraction.
- Work closely with the Chamber of Commerce and other business industry groups to understand concerns the Town can help address and serve as a sounding board for business concerns.
- Plan, develop, and implement economic development and tourism promotional activities and communications to attract new development and business relationships to the Town; plan, develop, and implement promotional activities and communications related to Town services; design and implement communications and marketing campaigns to promote the Town's development activities, businesses, and other services within the Town; organize and coordinate special programs, events, and media outreach on matters related to economic development and other Town services.
- Represent the Town at a wide variety of industry meetings, conferences, and meetings with local, State, and

Federal agencies as well as community meetings; consult with local governments and organizations as well as private developers and individuals regarding economic development issues.

- Develop and present written and verbal reports to the Town Council, Zoning and Design Review Board (ZDRB), and/or other boards and commissions as required, outside industry organizations, and community groups.
- Deliver presentations to private sector executives highlighting the business advantages of the Town's services and initiatives.
- Maintain an economic development technology strategy for online and social media outreach.
- Prepare and administer the annual department and division budget and revenue.
- May participate in the selection, training, supervision, discipline, and evaluation of assigned staff.
- Establishes positive and professional relationships with colleagues and collaborators.

OTHER DUTIES

- Develop and coordinate the development of graphics, logos, and websites.
- Advise the team on strategies for reaching particular audiences.
- Selecting colors, images, text styles, and layout for marketing efforts.
- Meeting with the appropriate Town management team to develop a scope for each project/request.
- Present designs for feedback and incorporate changes as recommended.
- Review all designs for errors before printing or publishing.
- Manage online social media accounts as assigned.
- Coordinate and communicate with local media contacts and vendors.
- Perform other duties as assigned.

PERIPHERAL DUTIES

Establishes and maintains a cooperative working relationship with residents, businesses, outside agencies, and other employees; Maintains an organized online file system; Files all documents on the Town of Yountville server; Operates a personal computer utilizing related software, email, calendars, and other related equipment such as printers, scanners, and copy machines; Ensures all text, images, logos, and fonts are appropriately used under copyright and trademark laws; In accordance with California state law, serves as designated emergency worker in the event of an emergency; May be required to work on weekends and/or evenings in support of special events and activities; May serve on various employee or other committees as assigned.

MINIMUM QUALIFICATIONS

Any combination equivalent to experience and education that could likely provide the required knowledge would be qualifying. A typical way to obtain the education and experience includes:

Education and Experience

Equivalent to a Bachelor's degree from an accredited college or university in Economics, Business Administration, Marketing, Public Relations, Public Administration, Marketing, or a related field. A Master's Degree in Urban Planning, Economics, Business Administration, Marketing, Public Relations, or Public Administration is desirable. A minimum of five (5) years of responsible work experience in either the private sector or local government management involving project management, graphic design, budget, and personnel management, including sufficient supervisory, coordination, and operational experience to demonstrate possession of the identified knowledge, skills, and abilities listed. Ability to provide examples of marketing projects showing graphic design, website design, and social media presence completed within the past 12 months.

Knowledge, Skills, and Abilities

Knowledge of the principles and practices of marketing, public information, public relations, and media; the functions and administration of municipal government; applicable Federal, State, and local laws relating to the area of assignment, including, but not limited to, artificial intelligence, land use, and economic development; marketing and promotion as related to tourism and economic development activities; and principles and practices of effective

supervision and performance management. Ability to speak, read, and write the English language; Ability to gain cooperation through active listening, thoughtful discussion, and creative problem solving; The ability to work independently and complete daily activities according to work schedule; Ability to establish effective working relationships with employees, supervisors, contractors, and the public; Ability to present information effectively for a wide variety of audiences; Ability to be creative when assisting with the planning and implementation of marketing efforts; Proficiency in a variety of graphic design software including InDesign, Photoshop, Illustrator, Canva; Proficiency using a variety of website hosting platforms; Proficiency using a variety of online social media platforms; Excellent time management skills.

WORKING CONDITIONS

Employees work in an office environment with moderate noise levels, controlled temperature conditions, and no direct exposure to hazardous physical substances. Requires mobility and manual dexterity to work in a standard office environment, sit at a desk for extended periods, use standard office equipment, and regularly required to work many hours on a computer. Specific vision abilities required by this job include close vision, distance vision, color vision, peripheral vision, depth perception, and the ability to adjust focus. Bend, squat, climb, kneel, and twist while performing fieldwork; attend off-site meetings and events by all modes of transportation, including but not limited to automobile, train, or plane; speech and hearing to communicate in person and by telephone; vision to read handwritten and printed materials and a computer screen; strength and agility to independently lift and carry items weighing up to 30 pounds. The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform essential functions.

LICENSES/CERTIFICATES

Possession of a valid California driver's license and a satisfactory driving record throughout employment.

OTHER REQUIREMENTS

The Town may conduct a background check and a reference check on candidates prior to appointment to a position within this class.

Approval: _____
Town Manager

Resolution No. _____

Effective Date: _____

Revision History

Approval: _____
Town Manager

Resolution No. _____

Effective Date: _____