

TOWN OF PROSPER

TITLE:	COMMUNICATIONS SUPERVISOR	SALARY RANGE:	30
DEPARTMENT:	COMMUNITY ENGAGEMENT AND EXPERIENCES	LAST UPDATE:	10/2025
REPORTS To:	DIRECTOR OF COMMUNITY ENGAGEMENT AND EXPERIENCES	FLSA DESIGNATION:	EXEMPT

DEFINITION

Under general supervision, the Communications Supervisor supports the Town of Prosper by leading the development and execution of communications and marketing initiatives that enhance visibility, education, engagement and outreach. This role supervises staff in daily work that advances the Town's strategic communication goals. The Community Engagement and Experiences Department leverages a wide range of tools including the Town website, mobile app, social media, e-newsletters, photo/video, print, advertising, special events and mass notification systems.

The position requires strong interpersonal communication skills, adaptability to changing priorities, the ability to delegate and mentor staff, and a commitment to continuous learning. The Communications Supervisor also plays a key role in long-term strategic initiatives that involve multiple departments and communication channels, ensuring clear, consistent and effective messaging to residents, businesses, and stakeholders.

SUPERVISION RECEIVED AND EXERCISED

- Receives general direction from the Director of Community Engagement and Experiences
- Supervises the Communications Specialist and Marketing Coordinator.

EXAMPLES OF DUTIES

Duties and responsibilities include, but are not limited to, the following:

Essential Functions

- Maintains and administers the Town's social networking sites, including but not limited to Facebook, X, YouTube, Instagram, and Nextdoor.
- Ensures the Town website remains accurate, user-friendly, and consistent with governance and accessibility standards.
- Contributes to the development and execution of strategic communication and engagement efforts, including outreach programs and Town events.
- Coordinates the distribution of unified messages, video, and graphics across the Town's digital media platforms.
- Captures photo and video assets at events and produces video content tailored for social and digital media channels.
- Serves as back-up to the Director, including coordinating media relations, attending meetings, approving communications, and acting as Public Information Officer in the absence of the Director during emergency situations.
- Assists and oversees outreach programs such as the Community Engagement Committee, Mayor's Youth Advisory Council, Prosper Citizens Academy, Mayor's Teen Government Academy, HOA Presidents Meetings, and Partners in Faith.
- Assists the Special Events staff with planning and execution of special events.
- Plans, organizes, and manages staff to meet departmental productivity and quality goals while supporting the communication needs of all Town departments.
- Oversees the preparation of reports needed to track and evaluate strategic communication goals, and provides regular updates to the Director.
- Is available for after-hour duties to ensure critical information is communicated in a timely fashion.
- Trains and mentors Town staff in proper communication procedures and the use of Town communication technology.
- Enhances the efficiency and effectiveness of processes and procedures to improve quality, speed, and output.
- Identifies communication opportunities in collaboration with department directors and staff, and designs strategies to maximize reach and impact.

- Provides coaching, training, and support to assigned staff on communication tools, strategies, and professional development.
- Monitors emerging communication technologies, trends, and best practices to keep the Town's outreach efforts innovative and effective.
- Assists with the development of departmental budgets, staffing, and performance measures.
- Facilitates regular meetings of department communication liaisons to coordinate campaigns and optimize Town-wide communication strategies.
- Prepares applications for national, state, and local awards and other recognition of Town initiatives.
- Implements communication and engagement goals and directives set by the Director, Executive Director, Town Manager, and Town Council.
- Maintains regular and consistent attendance.
- Maintains professional composure during high-pressure or stressful situations.
- Responds to citizens and media requests in a courteous and effective manner.

QUALIFICATIONS

- Bachelor's degree in Communications, Journalism, Public Relations, Marketing, or related field.
- Four (4) years of professional experience in communications, marketing, public relations, or public information, including two (2) years in a supervisory role.
- Strong knowledge of marketing, public relations, digital media, website management (CivicPlus preferred), and emerging technologies.
- Excellent written and verbal communication skills with the ability to build effective relationships with staff, leadership, elected officials, and the community.
- Demonstrated ability to lead staff, manage projects, solve problems, and handle confidential information with discretion.
- Public sector experience preferred.
- Experience with digital engagement platforms, interactive media, and staff development highly desirable.
- Must possess a valid Texas Class C driver's license.
- Must pass MVR check.
- Must pass pre-employment drug screening and background check.

Equivalent combination of education and experience may be considered.

PHYSICAL DEMANDS

The physical demands are representative of those that must be met by an employee to successfully perform the essential functions of this job.

- Regularly required to sit, use hands to finger, handle, or feel objects, tools, or controls; reach with hands and arms; talk or hear.
- Must be able to walk, stand, stretch, bend, twist, stoop, and kneel.
- Frequently required to lift and/or move up to 30 pounds.
- Specific vision abilities required by this job include close vision and the ability to adjust focus.

WORK ENVIRONMENT

The work environment characteristics described here are representative of those that an employee encounters while performing the essential function of this job.

- The noise level in the work environment is usually moderate.
- Employee must have ability to maintain concentration in the midst of interruptions and background noise.

Reasonable accommodation may be made to enable individuals with disabilities to perform the essential functions of this job.

This job description is not an employment agreement or contract. Management has exclusive right to alter this job description at any time without notice.

The intent of this position description is to provide a representative summary of the major duties and responsibilities performed by incumbent(s) in this position. Incumbent(s) may not be required to perform all duties in this description and incumbent(s) may be required to perform position-related tasks other than those

specifically listed in this description.

The Town of Prosper, Texas, is an Equal Opportunity Employer. In compliance with the Americans with Disabilities Act, the Town will provide reasonable accommodations to qualified individuals with disabilities and encourages both prospective and current employees to discuss potential accommodations with Human Resources and/or the Town Manager.

PROSPER'S PURPOSE - PROSPER IS A PLACE WHERE EVERYONE MATTERS