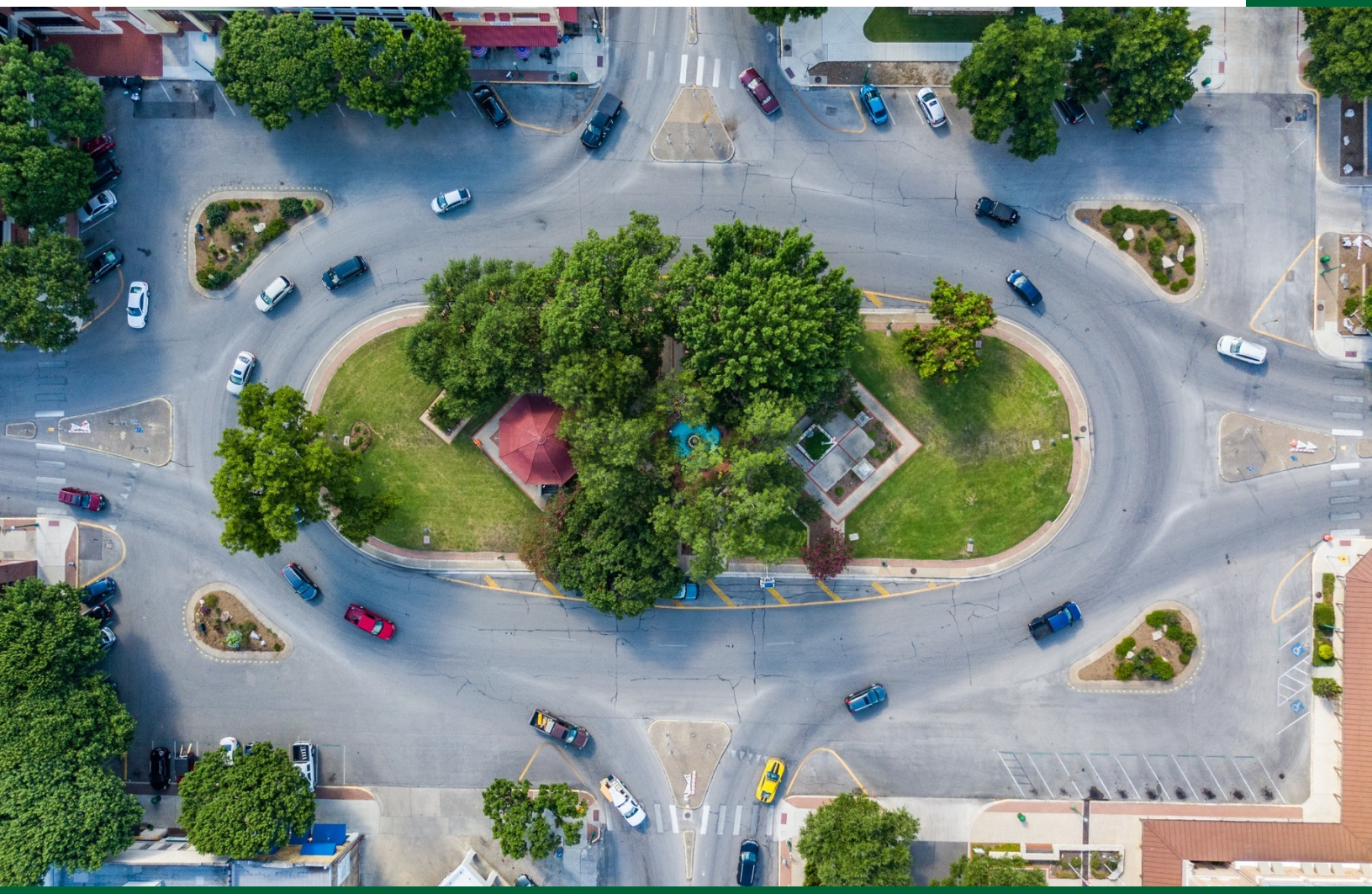
City of New Braunfels



CITY OF NEW BRAUNFELS, TEXAS

CITY MANAGER

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A DISTINCTIVE PLACE TO CALL HOME



128,000
PROJECTED POPULATION

1845
YEAR FOUNDED

41
LOCAL PARKS

Nestled at the edge of the Texas Hill Country along the I-35 corridor between Austin and San Antonio, New Braunfels is a vibrant and rapidly growing community with a projected population of approximately 128,000. Founded in 1845 and shaped by its rich German and Hispanic heritage, New Braunfels has maintained a distinctive sense of history and community while emerging as one of the fastest-growing cities in the nation. The Comal and Guadalupe rivers run through the heart of the city, and residents enjoy an exceptional quality of life with 41 local parks, nearby Canyon Lake, a historic downtown, and celebrated destinations including Gruene Hall, Schlitterbahn Waterpark, and the annual Wurstfest.

New Braunfels' desirable location and quality of life continue to attract new residents, businesses, investment, and visitors, creating both tremendous opportunity and the challenges that accompany sustained growth. The community offers highly regarded public, private, and charter schools, a diverse economy, and a strong tradition of civic engagement. As New Braunfels continues to evolve, City leaders remain focused on thoughtful planning, responsible stewardship, strong public services, and preserving the character and quality of life that have made the community such a desirable place to live, work, and visit.

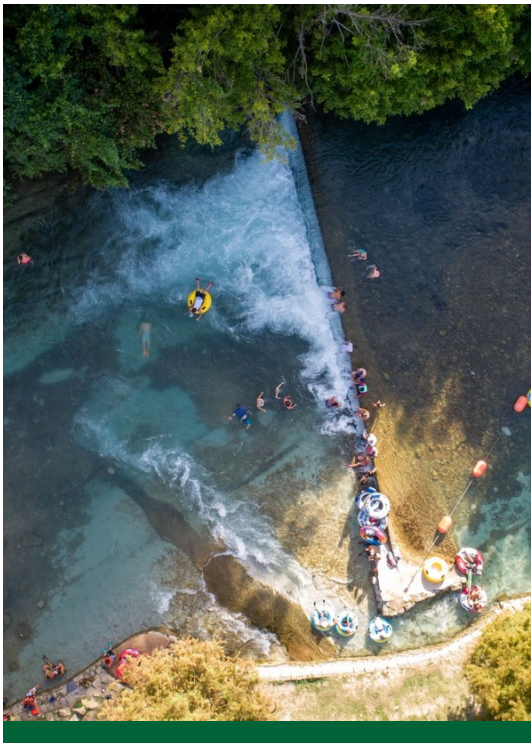
GOVERNMENT & THE POSITION

GOVERNMENT



The City of New Braunfels operates under a Council-Manager form of government. The City Council consists of a Mayor, elected at large, and six Council Members elected by district, each serving three-year terms. The City Council is responsible for establishing policy, enacting ordinances and resolutions, adopting the City's budget, and setting priorities that guide the organization and community. The City Manager is appointed by the City Council and serves as the City's chief executive officer, responsible for implementing Council policies, overseeing daily operations, managing City staff, and ensuring the efficient and effective delivery of municipal services. The City Attorney is also appointed by and reports directly to the City Council, serving as the City's chief legal advisor and providing legal counsel and representation to the City Council, City Manager, executive leadership, City departments, boards and commissions, and other City officials.

THE POSITION



Appointed by and reporting to the Mayor and City Council, the City Manager serves as the City of New Braunfels' chief executive officer, providing executive leadership for City operations and implementing Council policies, goals, and priorities. The City Manager directs the organization through the executive leadership team, oversees development and administration of the City budget, and ensures the responsible use of public resources and the effective delivery of municipal services. As the Council's principal administrative advisor, the City Manager evaluates complex issues, presents clear recommendations, and translates policy direction into measurable results. This position works closely with employees, residents, businesses, community organizations, and regional partners to address community needs, guide long-term planning, and maintain public trust.

ESSENTIAL RESPONSIBILITIES

- Serves as the principal administrative advisor to the Mayor and City Council, providing timely information, objective analysis, policy alternatives, and recommendations to support informed decision-making.
- Implements Council policies and priorities; develops organizational goals, work plans, and performance measures; and regularly communicates progress, challenges, and results.
- Directs and coordinates City operations through executive leadership and department directors, ensuring collaboration, clear accountability, appropriate staffing, and responsive service delivery.
- Oversees preparation, presentation, and administration of the City budget, including revenue and expenditure forecasts, resource allocation, financial monitoring, and long-term fiscal planning.
- Evaluates organizational performance, service delivery methods, staffing needs, and administrative systems; identifies opportunities to improve efficiency and effectiveness; and directs implementation of improvements.
- Provides leadership, coaching, and performance evaluation for management staff; supports employee development and succession planning; and addresses personnel matters consistently and professionally.
- Guides the coordination of long-range planning, infrastructure investment, capital improvements, and organizational initiatives to align resources and service capacity with community needs.
- Oversees preparation of Council agenda materials, staff reports, and presentations, ensuring recommendations are accurate, understandable, and supported by appropriate analysis.
- Builds productive relationships with residents, businesses, community organizations, governmental agencies, and regional partners; represents the City in meetings and negotiations; and resolves sensitive or complex concerns.
- Oversees negotiation and administration of agreements and contracts and executes documents within the authority of the position.
- Monitors legislative, regulatory, economic, and municipal management developments; evaluates their potential effects on the City; and recommends appropriate operational or policy responses.
- Directs public information and organizational communications, promoting transparency, accessibility, and consistent communication with the Council, employees, and community.
- Provides executive leadership during emergencies and significant service disruptions, coordinating organizational resources and communication with appropriate officials and agencies.
- Upholds ethical standards, ensures compliance with applicable requirements, and promotes accountability and responsible stewardship throughout the organization.

THE IDEAL CANDIDATE

The ideal candidate will be an experienced municipal executive with demonstrated success managing growth and helping communities thoughtfully evaluate its pace, impacts, and long-term costs. This individual will understand how land use, development decisions, infrastructure capacity, and service demands affect community character and quality of life. Strong financial management experience will be essential, including budget development, long-range financial planning, capital improvement funding, and evaluating the fiscal implications of growth. The successful candidate will provide clear, objective analysis of development alternatives and help the Mayor and City Council navigate differing perspectives, identify shared priorities, and implement the direction of the governing body.

An approachable, collaborative leader, the ideal candidate will be a confident public speaker who communicates complex financial, infrastructure, and development issues in clear, understandable terms. This individual will be actively engaged in the community, visible and accessible to residents and businesses, and intentional about seeking input from a broad range of perspectives. Strong relationship-building skills, political awareness, and fairness and objectivity will be critical to working effectively with Council members, supporting constructive dialogue, and enhancing public trust in City decisions. Following a long-tenured City Manager, the successful candidate will take time to understand the organization, build trust with employees and community partners, and provide steady leadership while identifying opportunities for improvement. Integrity, transparency, and consistent follow-through will guide this leader's approach.

GROWTH MANAGEMENT

Financial stewardship. Public communication. Community engagement.



QUALIFICATIONS & APPLICATION

EDUCATION & EXPERIENCE

Qualified applicants will have a bachelor's degree in public administration, business administration, or a related field and at least seven years of municipal government management experience, or an equivalent combination of education and experience. A master's degree is preferred. Experience as a City Manager, Assistant City Manager, Deputy City Manager, or equivalent municipal executive in a community of comparable size and complexity is strongly preferred. A valid Texas driver's license is required.

RESIDENCY REQUIREMENT

Must reside within the City limits of New Braunfels or establish residency within the City within one hundred twenty (120) days of appointment, in accordance with Section 8.04 of the City Charter.

SALARY & BENEFITS

$295,000 - $340,000

Commensurate with experience, with a comprehensive benefits package. Relocation assistance will be available for the successful out-of-area candidate.

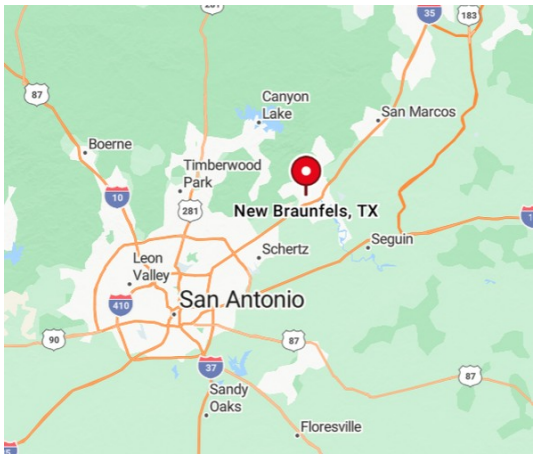
HOW TO APPLY

Interested applicants should forward a cover letter and resume to:

resumes@affionpublic.com

Reference: NBTXCM

EXPLORE THE CITY



newbraunfels.gov

City of New Braunfels

@cityofnbtx

The City of New Braunfels is an Equal Employment Opportunity Employer.