



PALM COAST, FLORIDA

Deputy City Manager



THE COMMUNITY

The City of Palm Coast, Florida is a thriving coastal community of more than 115,000 residents, spanning 97 square miles along scenic saltwater and freshwater canals and the Intracoastal Waterway, just minutes from pristine Atlantic beaches. Conveniently located along Interstate 95 with access to Interstate 4, Palm Coast offers easy connectivity to Jacksonville, Orlando, and Tampa, as well as multiple nearby commercial airports.

One of Florida’s newest and safest cities, Palm Coast was incorporated in 1999 and offers a vibrant lifestyle in a scenic natural environment. The City was originally developed by ITT Community Development Corporation beginning in the 1970s. It was marketed as a retirement community in the early years, but is now home to many families and people of all ages. Palm Coast was one of the fastest-growing cities in the United States in the early 2000s, and its continued growth in recent years has made it the most populous city in the region.

The City has a dozen beautiful parks, 130+ miles of connecting trails and paths for walking/ bicycling, abundant fishing and boating, world-class tennis and golf, birding along Great Florida Birding & Wildlife Trails, and recreational programming for residents and visitors of all ages. Palm Coast’s Indian Trails Sports Complex is also a prominent location for youth sports like soccer, lacrosse, baseball, and other athletic tournaments for teams throughout the Southeast. Racing enthusiasts appreciate nearby Daytona, home to NASCAR and the Daytona 500, with golfing enthusiasts enjoying world-class golf at the PGA International Golf Club.

Flagler County Public Schools serve over 13,000 K-12 students across ten campuses in the Palm Coast area. Flagler Schools leverages a full range of technology and digital resources for students and has partnered with the community to bring Flagship Choice Programs to all of its schools, allowing students to explore careers from the earliest grade levels. Students can explore and grow in the worlds of agriculture, aerospace, green technology, health science, engineering and computer science, marine research, finance and business, leadership, the arts, and more. All of Flagler County’s schools offer a variety of extracurricular activities and clubs.

The community reflects a diverse and growing population, with a median household income of \$77,350 and an average home value of \$350,800. With a mix of families, professionals, and retirees—nearly 30% of residents are age 65 and older—Palm Coast offers a welcoming, vibrant environment to live, work, and play.

GOVERNANCE AND ORGANIZATION

The Mayor and City Council Members serve as the political head of the City and are responsible for setting policy, approving the budget, determining the tax rate, and formulating broad long-term policies that outline the City’s public function. The Mayor & City Council Members are elected at-large, for a term of four years. Council Members and the Mayor may serve no more than two consecutive four-year terms in the same seat. The November 2026 election will see three new City Council Members elected, representing districts 2, 3, and 4. The Mayor and District 1 Council Member will remain in place, as those seats are not up for election until 2028.

The City provides a full range of municipal services with approximately 650 full/part-time and seasonal employees. Fire Department employees at the rank of Lieutenant and below are represented by the International Association of Fire Fighters (IAFF) administered under a multi-year collective bargaining agreement. The FY 2026 Annual Budget is approximately \$644 million, including a \$280 million Utility bond for capital projects and a General Fund of \$67 million, with an ad valorem millage rate of 4.0893.

Mission

Delivering Exceptional Service by
Making Citizens Our Priority

Vision

A multi generational community
recognized as one of Florida’s premier
cities that values:

Building a diverse, sustainable
economic base to support innovation
while providing necessary infrastructure
and services.

Providing exceptional amenities and
standards that support a high-quality
lifestyle and promote cultural activities.

Protecting the environment and beauty
of Palm Coast while conserving natural
resources.

Values

**Pride, Accountability, Leadership,
Motivated, Collaborative, Ownership,
Achievement, Stewardship, and Trust**

Strategic Pillars

Strong Resilient Economy

Safe & Reliable Services

Civic Engagement

Sustainable Environment &
Infrastructure

A City on the Rise



IDEAL CANDIDATE

The City of Palm Coast is committed to delivering high-quality services and enhancing the lifestyle that makes the community such a desirable place to live. The city is seeking an experienced and forward-thinking Deputy City Manager to work in close partnership with the City Manager and Department Directors in leading city operations and guiding departmental strategies in support of the City Manager and City Council's priorities.

This critical leadership role requires an individual who can translate vision into action, align departments around shared goals, and deliver measurable results that improve the quality of life for Palm Coast residents. The Deputy City Manager will collaborate with the City Manager and executive leadership team to implement organizational strategies and achieve citywide objectives. Responsibilities include establishing and advancing strategic initiatives, effectively communicating with elected officials, responding to information requests, providing leadership and direction to staff, and participating in City Council meetings to support informed decision-making.

The Deputy City Manager will also provide executive oversight of assigned departments by ensuring alignment with the City's strategic direction. This includes directing administrative and operational activities; reviewing and developing budgets and agenda materials; authorizing expenditures; overseeing personnel actions; preparing operational plans; and ensuring effective, efficient administrative management.

Palm Coast's operations are guided by a multi-year Strategic Plan that serves as the framework for annual goals and objectives. This plan creates opportunities to introduce innovative and more efficient operational models. Emphasis will be placed on leveraging technology, streamlining processes, improving organizational efficiency, and exploring shared municipal and county services as part of this transformative effort.

The city maintains a strong focus on sustainability and environmental stewardship. Success in securing grants and alternative funding sources to support these initiatives will be essential. The Deputy City Manager will build strong relationships with regional partners and foster meaningful connections within the community, while maintaining proactive, consistent communication with the City Manager.

The ideal candidate is a strategic, forward-thinking leader and creative problem solver with an energetic, results-driven approach. This individual will bring innovation, fresh perspectives, and a collaborative leadership style that emphasizes engagement, empowerment, and accountability. A strong orientation toward systems and technology will be valuable in identifying and implementing efficient and transparent solutions.

Candidates should possess a minimum of seven years of executive-level leadership experience, including roles such as City Manager, Assistant/Deputy City Manager, public sector executive, or senior private sector executive within a complex organization. A bachelor's degree in Business Administration, Public Administration, Political Science, or a related field is required; a master's degree is strongly preferred.

To be considered for this exceptional opportunity, please visit the City of Palm Coast website at www.palmcoast.gov and complete an application.

This position will remain open until filled.

For additional information, please contact **Renina Fuller**, Director of Human Resources, at **386-986-3725** or by emailing rfuller@palmcoastgov.com

City Awards

ICMA Certificate of Distinction
Government Finance Officers
Association (GFOA) Budget Presentation
Award & Excellence in Financial
Reporting

Florida Association of Public
Procurement Officials (FAPPO)
Excellence Award

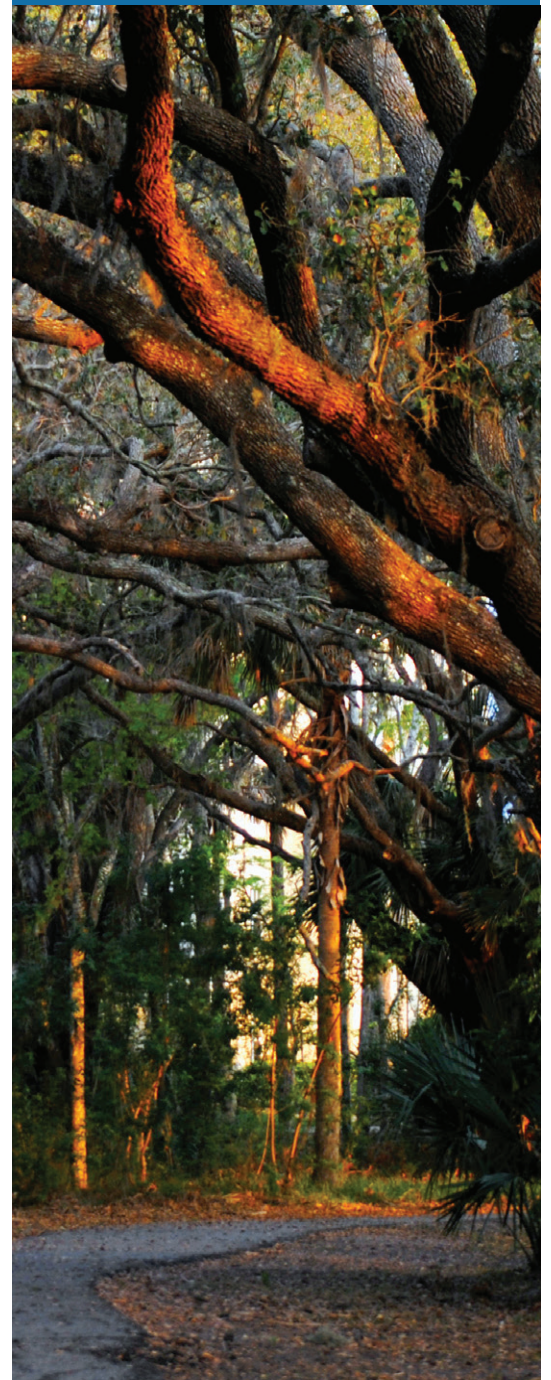
2022 National Customer Service
Organization of the Year

2024 Great Places in Florida

2025 FPZA Outstanding Public
Outreach Award

2025 Regional Award for Excellence

Tree City USA



COMPENSATION & BENEFITS

The City of Palm Coast offers a competitive salary depending on qualifications and experience. The City provides a generous benefits program including health, dental, life insurance, long-term disability, and paid vacation and sick leave. Retirement is provided through deferred compensation plans including a 401(a) plan through Voya.



APPLICATION PROCESS

Please apply online at palmcoast.gov

For more information on this position, contact:

Renina Fuller, Human Resources Director

RFuller@palmcoastgov.com

386-986-3718

The City of Palm Coast is an Equal Opportunity Employer and values diversity in its workforce. Applicants selected as finalists for this position will be subject to a comprehensive background check. Pursuant to Florida law, all applications are a public record once submitted and available for disclosure upon receipt of a public records request.

RESOURCES

City of Palm Coast, Florida

palmcoast.gov

Economic Development

selectpalmcoast.com

Chamber of Commerce

pcfchamber.com

Tourism & Visitors Bureau

www.visitflagler.com



[Promotional video](#)

