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## **City of Ventura Selects New Communications Manager**

The City of Ventura is pleased to announce that Ashley Bautista, a seasoned community engagement, marketing and communications professional has been selected as the City of Ventura's Communications Manager. In this role, Ashley will oversee the City of Ventura's Communications Division.

Ashley joined the City of Ventura in 2015 as the Community Outreach Specialist for the Ventura Police Department. Leveraging her public relations background, she has promoted active partnerships with the community through a variety of tools, including social media, innovative programs and community relationship building efforts. She has completely transformed police community outreach. Her innovative and creative approach toward informing, educating and engaging community members has enhanced the City of Ventura's effectiveness and relationships. She has used social media to successfully help the Ventura Police Department communicate during many critical incidents. Her authentic and down to earth approach to communications will serve the City of Ventura well as she expands her reach to leading, enhancing and expanding city-wide communication. She was named Interim Communications Manager in June 2019.

Ashley was recently recognized by the International Association of Police Chief's for the 40 under 40 Award recognizing professionals around the world who demonstrate leadership and exemplify a commitment to their profession. She was also recognized by the California Peace Officers' Association with the Inaugural 12 Under 12 Award for Region VII representing San Luis Obispo, Santa Barbara and Ventura Counties. The award recognized 12 individuals from the 12 CPOA regions of California who represent the future of the law enforcement profession. She was the only civilian to be recognized for this prestigious award.

"It has been an honor to represent the Ventura Police Department. I am grateful for this exciting opportunity to expand communication efforts for the City at large. Ventura is my hometown and telling the story of our City and the special people serving our community is my passion," said Ashley.