



Jenna Vinson - Director of Communications & Community Engagement

Jenna Vinson is the Director of Communications and Community Engagement for the City of New Braunfels. In her role she oversees all brand management and external communications activities including the website, all social media accounts, media relations, advertising and marketing, graphic design, public education campaigns, photography and videography, and special events.



Jenna holds a Bachelor's Degree in Mass Communications – Public Relations from Texas State University and a Masters of Business Administration from Texas A&M University – Central Texas. She earned her Certified Public Communicator certification through the Texas Association of Municipal Information Officers and Texas Christian University in July 2022 and completed the Institute for Organizational Management certification through the U.S. Chamber of Commerce. Prior to joining the team at the City, she served as the Director of Strategic Communications for the Greater Killeen Chamber of Commerce and Vice President of Advocacy and Outreach for the New Braunfels Chamber of Commerce.

In 2021, Jenna was named a Rising Star of New Braunfels and was further honored with the 2021 Distinguished Young Leader Award. She is on the Board of Directors for United Way of Comal County, serving as the President-Elect on the Executive Committee. In her free time....never mind, she doesn't have free time, she is a mom to two young boys.