

CITY OF CHATTANOOGA

Classification Specification Title: Communications Coordinator

Department: Executive Branch

Pay Grade: GS.10

Supervision Received From: Sr. Advisor for Public Affairs

FLSA Status: Exempt

Supervisory Responsibility For: None

Established: 6/29/07

Revision Dates: 4/1/25;

**10/18/24; 8/27/24; 10/20/23;
8/23/23**

CLASSIFICATION SUMMARY:

This position will manage social media channels, digital assets, creating content, helping facilitate public engagement, and assisting in the creation of support material and briefings for the Mayor. The Communications Coordinator is a member of the Mayor's Office of Communications and is responsible for helping implement the city's communications strategy through multimedia and stakeholder outreach, producing short and long-lead digital and print collateral, newsletters, planning, marketing and other tactics and activities, as necessary.

SERIES LEVEL:

The Communications Coordinator is a stand-alone position.

ESSENTIAL FUNCTIONS:

(The following duties ARE NOT intended to serve as a comprehensive list of all duties performed by all employees in this classification, only a representative summary of the primary duties and responsibilities. Incumbent(s) may not be required to perform all duties listed and may be required to perform additional, position-specific duties.)

Work closely with the Mayor's Communications Team to help develop and implement a clear social media and communications strategy and a set of core messaging principles and goals to be adopted and shared across the administration;

Develop city collateral and digital content that effectively engages with local residents, including: creating graphics, drafting copy, managing social media channels and content calendars, and reporting platform analytics;

Draft communications deliverables and content for the Mayor's Office, including creating and editing briefs, social media posts, newsletters, constituent communications, and website copy;

Support staff projects such as drafting documents, project plans, spreadsheets, data entry, and helping organize events;

Produce and edit presentations for internal and external usage;

Occasionally attend or staff Mayoral public appearances to capture photo and video content.

Support Mayoral public appearances, including working with the Senior Advisor for Public Affairs and other senior staff members to prepare briefing documents, press outreach materials, location and event details.

Engage a diverse and inclusive range of community voices to help build durable coalitions to advance the Mayor's policy agenda.

Must meet regular attendance requirements.

Must be able to maintain good interpersonal relationships with staff, co-workers, managers and citizens.

Must accomplish the essential functions of the job, with or without reasonable accommodations, in a timely manner.

Performs other duties as assigned.

DEPARTMENT SPECIFIC DUTIES (if any):

MINIMUM QUALIFICATIONS:

Bachelor's degree and one (1)+ years of experience in roles of growing scope, responsibility, and demonstrable results or any combination of equivalent experience and education.

A passion for civic engagement and desire to work with a mission-driven organization.

Demonstrated ability to execute projects while balancing multiple and competing priorities on tight deadlines, all while providing continual attention to detail and quality;

Digital media experience and capabilities, with a proven ability to communicate effectively on social media to diverse (and often polarized) audiences, and

Proficient graphic design skills and presentation production is strongly preferred

LICENSING AND CERTIFICATIONS:

None

KNOWLEDGE AND SKILLS:

PHYSICAL DEMANDS:

Positions in this class typically require reaching, fingering, grasping, talking, hearing, seeing, and repetitive motions.

WORK ENVIRONMENT:

Sedentary Work: Exerting up to 10 pounds of force occasionally and/or a negligible amount of force frequently or constantly to lift, carry, push, pull or otherwise move objects, including the human body. Sedentary work involves sitting most of the time. Jobs are sedentary if walking and standing are required only occasionally and all other sedentary criteria are met.

SPECIAL REQUIREMENTS:

Safety Sensitive: N

Department of Transportation - CDL: N

Child Sensitive: N

The City of Chattanooga, Tennessee is an Equal Opportunity Employer. In compliance with the Americans with Disabilities Act, the City will provide reasonable accommodations to qualified individuals with disabilities and encourage both prospective and current employees to discuss potential accommodations with the employer.