

# CITY OF CHATTANOOGA

## Classification Specification Title: Communications Coordinator

**Department: Executive Branch**

**Pay Grade: NP.AP**

**Supervision Received From: Sr. Advisor for Public Affairs**

**FLSA Status: Exempt**

**Supervisory Responsibility For: None**

**Established: 6/29/07**

**Revision Dates: 12/10/25;**

**4/01/25; 10/18/24; 8/27/24;**

**10/20/23; 8/23/23**

### CLASSIFICATION SUMMARY:

This position will manage social media channels, digital assets, create content, help facilitate public engagement, and assist in staffing the Mayor at public events. 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 digital media outreach.

### SERIES LEVEL:

The Communications Coordinator is an Appointed, 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 digital communications strategy.

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 social media posts, newsletters, constituent communications, and website copy.

Attend or staff Mayoral public appearances to capture photo and video content as needed.

Work with city departments to ensure their digital communications needs are met.

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.

LICENSING AND CERTIFICATIONS:

None

KNOWLEDGE AND SKILLS:

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. Proficient graphic design skills and presentation production is strongly preferred

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.