



Classification Specification Title: Communications Coordinator

Department	Multiple Departments	Grade: GS.10
Supervision Received	Depends on Department	FLSA Status: Exempt -
Supervisory Responsibility	None	Established: Jun 29, 2007 Revision: Jun 10, 2026

CLASSIFICATION SUMMARY:

This position will manage social media channels and digital assets, create content, help facilitate public engagement, and assist in staffing for public events. The Communications Coordinator is responsible for helping implement the city's communications strategy through digital media outreach. The Communications Coordinator is also responsible for implementing communication strategies, including media/press and stakeholder outreach, pitching long-lead press and marketing opportunities, digital media, event planning, video and photography editing, marketing, and other tactics and activities, as necessary.

SERIES LEVEL: The Communications Coordinator is a stand-alone position.

*** This is an Appointed Position When Working in the Executive Branch ***

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 to help develop and implement a clear social media and digital communications strategy.

Develop departmental collateral and digital content that effectively engages local residents, including creating graphics, drafting copy, managing social media channels and content calendars, producing video and photography, and reporting on platform analytics.

Draft communications deliverables and content for the designated department, including creating and editing 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.

Engage a diverse and inclusive range of community voices to help build durable coalitions to advance the department's 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):

When assigned to the Executive Branch Department:

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.

MINIMUM QUALIFICATIONS:

Bachelor's degree and one (1)+ years of experience in the use and application of digital media, graphic design, and video and photography production; or any combination of equivalent experience and education.

LICENSING AND CERTIFICATIONS:

Valid Driver's License

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 are strongly preferred.

PHYSICAL DEMANDS:

Positions in this class typically require 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: Child Sensitive: Dept of Transportation (CDL):

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.

Revision History: 12/10/25; 4/01/25; 10/18/24; 8/27/24; 10/20/23; 8/23/23