

CITY OF CHATTANOOGA

Classification Specification Title: Digital Specialist

Department: Executive Branch

Pay Grade: GS.06

Supervision Received From: Sr. Advisor for Public Affairs

FLSA Status: Non-Exempt

Supervisory Responsibility For: None

Established: 7/22/16

**Revision Dates: 4/1/25;
11/29/23; 10/20/23**

CLASSIFICATION SUMMARY:

Incumbents in this classification are responsible for the execution of the digital aspects of the City's strategic communications plan, including but not limited to social media, online content, and email communications. The Digital Specialist should have a comprehensive understanding of the Mayor's agenda and have the ability to use new and existing digital tools to engage and communicate messaging to support and promote the City's key initiatives.

SERIES LEVEL:

This 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.)

Create a digital video and photo content in coordination with the overall communications strategy.

Establish catalog of images, accolades, and press for future use.

Maximize the use of existing technology as communication tools.

Assist as needed with any event or opportunity cityside.

Accompany Mayor Kelly to events and meetings to capture photo and video content to catalog and communications efforts.

Provide live-stream and/or virtual meeting support city wide, including, but not limited to, Executive Branch, Department of Parks & Outdoors, Office of Equity and Community Engagement, and Office of Homelessness and Supportive Housing.

Provide photography services such as headshots, event photography, stock images for collateral, social media, & website city wide.

Provide digital and video assistance to PIO's city wide.

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:

High School Diploma or GED and three (3) years of previous experience in digital/social media, communications or a related field, or any combination of equivalent experience and education.

LICENSING AND CERTIFICATIONS:

None

KNOWLEDGE AND SKILLS:

Knowledge of communication principles; digital tools; problem solving principles; graphic design principles; communication and interpersonal skills as applied to interaction with coworkers, supervisor, the general public, etc. sufficient to exchange or convey information and to receive work direction; and applicable federal, state and local laws, ordinances, codes, rules and regulations.

Skill in using a computer and related software applications; developing and designing graphics; conducting research; reviewing materials for accuracy and completeness; preparing presentations; and communication and interpersonal skills as applied to interaction with coworkers, supervisor, the general public, etc. sufficient to exchange or convey information and to receive work direction. Skill in using digital photography and video technology, editing software and live-stream/virtual meeting technology and software, Knowledge of photography/video and lighting principles and technology.

PHYSICAL DEMANDS:

Positions in this class typically require: fingering, grasping, feeling, talking, hearing, seeing and repetitive motions, walking, bending, standing for long periods of time,

WORK ENVIRONMENT:

Light work. Light work involves lifting no more than 20 pounds at a time with frequent lifting or carrying of objects weighing up to 10 pounds. Even though the weight lifted may be very little, a job is in this category when it requires a good deal of walking or standing, or when it involves sitting most of the time with some pushing and pulling of arm or leg controls. To be considered capable of performing a full or wide range of light work, you must have the ability to do substantially all of these activities. If someone can do light work, we determine that he or she can also do sedentary work, unless there are additional limiting factors such as loss of fine dexterity or inability to sit for long periods of time.

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.