

CITY OF CHATTANOOGA

Classification Specification Title: Director Marketing and Communications

Department: Parks & Outdoors

Pay Grade: GS.14

Supervision Received From: N/A

FLSA Status: Exempt

Supervisory Responsibility For: N/A

Established: 4/8/22

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

CLASSIFICATION SUMMARY:

Incumbents in this classification are responsible for managing all public and media relations for a department. Duties include marketing city-wide facilities, parks, programs and events; addressing larger and more sensitive public relations issues; serving as primary liaison to the media; distributing news releases, photos and fact sheets; managing internal communications and special programs and projects for the department and conducting marketing and media training for City employees. Work is performed with general direction, working from broad goals and policies.

SERIES LEVEL:

The DPO Marketing and Communications Director 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.)

Supervises and manages lower program staff to incorporate employee experience, culture, diversity and community engagement.

Manages all Marketing, public and media relations for an assigned department.

Responds to media and public inquiries for assigned department which includes responding to emergency scenes and providing relevant information to the news media; preparing and disseminating news releases on emergency incidents; generating positive press coverage of departmental activities; advising management on newsworthy matters and activities that generate a positive images; monitoring news coverage and maintaining files of news clippings; representing the department with other emergency services agencies and performing other related activities.

Prepares internal and external communications which includes preparing written correspondence for management staff; reviewing correspondence prepared by staff; preparing and disseminating updates; posting news releases on the website and performing other related activities.

Manages a variety of special projects and events for the department which includes facilitating planning meetings; coordinating the allocation of resources; arranging media coverage and performing other related activities.

Represents the department in/on a variety of meetings, committees, task forces and/or other related groups in order to receive and convey information.

Develops, plans and implements community education, outreach and marketing activities, materials and publicity for applicable public information and/or involvement programs.

Develops and monitors the Marketing and Communication information.

Creates newsletters, brochures, flyers, banners, displays, posters and other marketing materials and manages and oversees the printing and incorporation of items on the City's website.

Develops, prepares, implements and distributes educational and promotional materials, videos and other collateral materials to publicize services, programs and events for assigned areas of responsibility; coordinates the dissemination of materials.

Designs, lays out and coordinates the printing and dissemination of applicable reports, policy manuals, lists and/or other applicable items.

Uses Photography/Videography to capture imagery that documents incidents, ceremonies, academy progress, and other events pertinent to the department's work.

Uses, carries, and answers their cell phone for business purposes as determined by the assigned job duties and department head.

We are a 24/7 Emergency Services Department after hours communication and response may be required.

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 in Marketing or Public Relations or related field and five (5) years of progressively responsible marketing and public relations experience; management experience and/or any combination of equivalent experience and education.

LICENSING AND CERTIFICATIONS:

Valid Driver's License

KNOWLEDGE AND SKILLS:

Knowledge of marketing and public information principles; community engagement principles; diversity principles; employee experience principles; media relations principles; public relations

principles; community relations principles; graphic design principles; writing styles; press management principles; media outlets and marketing material development principles.

Skill in implementing public relations programs; speaking in public; laying out and editing reports and presentations; coordinating and publicizing special events; preparing communication materials; responding to media and public requests for information; monitoring budgets; preparing marketing and collateral materials; preparing press releases; generating media attention; using a computer and related software applications; 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. Photography/videography skills.

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: 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.