

# **CITY OF CHATTANOOGA**

## **Classification Specification Title: Director of Public Affairs**

**Department: Police**

**Pay Grade: GS.14**

**Supervision Received From: Assistant Police Chief**

**FLSA Status: Exempt**

**Supervisory Responsibility For: None**

**Established: 10/11/22**

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

### **CLASSIFICATION SUMMARY:**

The Public Information Office is responsible for media relations which includes press releases, on-air/on-camera interviews, and social media posting to facilitate the timely release of information to the community. Incumbent is responsible for leading and managing the Public Affairs Department to maintain and improve the relationship between the Chattanooga Police Department and the public it serves. Direction received is very general and focuses on end results and is typically collaborative in nature. Position plans own work, project schedules, and sequences.

### **SERIES LEVEL:**

The Director of Public Affairs 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.)*

Serves as liaison to business, professional, religious, community and civic groups for continuous positive public relations.

Reviews complaints and identifies trends and discusses plans for correction.

Reviews and evaluates reports in regard to constituents and community stakeholders.

Responds to questions, complaints and requests for information by telephone, in person or by mail from citizens, city employees and department heads.

Responds to, or initiates, a variety of endeavors with various community groups relating to special projects and events.

Speaks to media, community, civic, religious, business and professional groups to provide information and positive public relations concerning activities and initiatives of the department.

Prepares and disseminates news releases containing important department messages.

Plans and directs division in carrying out the overall functions and day-to-day operations relating to community affairs and public relations.

Responds to news media inquiries; informing the public and maintaining the department's reputation and integrity.

Supervises staff and provides administrative support.

Coordinates special events and develops outreach opportunities.

Conducts performance evaluations that are timely and constructive.

Handles discipline and termination of employees as needed and in accordance with City policy.

Develops and implements comprehensive programs to publicize the Police department and its interests.

Develops and maintains strong relationships with the media.

Collaborates with executives to advise them on public relations techniques, publicity programs, demographic trends, and potential problems and opportunities.

Supervises and evaluates assigned staff, handling all employee concerns, directing work assignments, counseling and disciplining employees when necessary, and completing employee performance appraisals.

Assigns and delegates public affairs assignments.

Creates, implements, and manages the division's budget.

Uses independent judgment in routine and non-routine situations.

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 related duties as assigned.

#### MINIMUM QUALIFICATIONS:

Bachelor's degree in Journalism, Business, Public Administration, Public Relations, or related field required. Five (5) years of community-based interaction and program management experience is required; or any equivalent combination of education, training and experience which provides the requisite knowledge, skills and abilities for this job.

#### LICENSING AND CERTIFICATIONS:

Valid Driver's License

#### KNOWLEDGE AND SKILLS:

Knowledge of the policies, procedures, activities, principals, and practices relating to the position; budget development, management and public funding mechanisms; City and regional issues; customer service and public relations principles; project management principles and practices; applicable federal, state and local laws, ordinances, codes, rules, regulations, standards, policies and procedures.

High-level of skill in working with elected officials, the media, and the public in a proactive, informative and responsive manner, especially in dealing with sensitive issues surrounding community interests.

Decisive with strong analytical and problem solving skills. Excellent oral and written communication skills; strong interpersonal skills as applied to interaction with coworkers, supervisor, and the general public, sufficient to exchange or convey information and to receive work direction.

Ability to work well under pressure and tight deadlines; comprehend and apply regulations and procedures of the department; ability to perform duties under a moderate degree of stress related to duties that require constant attention to details and tight deadlines; ability to collaborate with external organizations in a leadership and/or consultative role; ability to work collaboratively with colleagues, other departments, staff and supervisors to ensure effective and harmonious working relationships; ability to interact effectively with elected officials and the general public; to use a computer, social media, and related software applications; to analyze a variety of data and make recommendations based on findings; to handle multiple tasks simultaneously, to organize and prioritize work; to establish and maintain effective working relationships with other employees and those contacted in the course of work.

#### PHYSICAL DEMANDS:

Positions in this class typically require: climbing, balancing, stooping, kneeling, crouching, crawling, reaching, standing, walking, pushing, pulling, lifting, fingering, grasping, feeling, talking, hearing, seeing and repetitive motions.

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.

#### WORK ENVIRONMENT:

Must be able to travel to various locations and perform duties in a variety of weather conditions. May be subjected to vibrations, fumes, odors, dusts, extreme temperatures, inadequate lighting, work space restrictions, intense noises, infectious diseases, criminal suspects and prison inmates.

#### SPECIAL REQUIREMENTS:

Safety Sensitive: Y

Department of Transportation – CDL: N

Child Sensitive: Y

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.