

CITY OF CHATTANOOGA

Classification Specification Title: Director Public Affairs

Department: Police & Fire

Pay Grade: GS.14

Supervision Received From: Depends on Department

FLSA Status: Exempt

Supervisory Responsibility For: Depends on Department

Established: 10/11/22

**Revision Dates: 2/12/26;
4/01/25; 10/20/23**

CLASSIFICATION SUMMARY:

Incumbents in this position are 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. Incumbents are also responsible for leading and managing the Public Affairs Department to maintain and improve the relationship between the assigned department and the public it serves. Work is performed with general direction, working from broad goals and policies.

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.

Create and maintain a budget for newsletters, brochures, flyers, banners, displays, posters and other marketing materials and coordinates the printing and distribution of items.

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.

Coordinates with vendors for distribution of outgoing materials, including television, radio and print.

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

Reviews complaints, identifies trends, and discusses plans for correction.

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

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.

Coordinates special events and develops outreach opportunities.

Develops and implements comprehensive programs to publicize the assigned 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.

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

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

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 Journalism, Public Relations, Business, Public Administration, or related field with five (5) years of community-based interaction and program management experience; or any combination of education, training, and experience which provides requisite knowledge, skills, and abilities.

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.

WORK ENVIRONMENT:

Light Work: Exerting up-to 20 pounds of force occasionally and/or up-to 10 pounds of force frequently and/or a negligible amount of force constantly to move objects. If the use of arm and/or leg controls requires exertion of forces greater than that for Sedentary Work and the

worker sits most of the time, the job is rated for Light Work. Incumbents may be subjected to fumes, dust and 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.