



Classification Specification Title: Multimedia Coordinator

Department	Public Library	Grade: GS.10
Supervision Received	Public Relations Coordinator 3	FLSA Status: Exempt
Supervisory Responsibility	None	Established: Jan 12, 2015 Revision: Mar 19, 2026

CLASSIFICATION SUMMARY:

The incumbent in this classification manages social media channels, creates content including video and graphics, and assists in the design of posters, flyers, merchandise, digital and print collateral, and signage. Other duties include maintaining the library website, events calendar, and updating website content as needed.

SERIES LEVEL: The Multimedia Coordinator 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.)*

Works closely with the Public Relations Coordinator to develop and implement social media and communications strategies consistent with the library's goals and principles.

Manage library social media channels, including creating videos and graphics, posting, and responding to comments and messages.

Designing promotional content for library events and initiatives, both digital and print, and signage for displays and general information.

Responds to internal marketing requests from library staff.

Assists with the design and preparation of reports and other presentation stakeholder materials.

Attend library events to capture video and photo content.

Designs and produces marketing materials and signage for all Library branches.

Works closely with marketing, communications, and creative teams to conceptualize projects, ensure brand consistency, and align content with organizational goals.

Provide real-time troubleshooting for multimedia equipment.

Stay updated on emerging multimedia technologies, software, and design trends to incorporate innovative ideas into other projects.

Ability to work flexible hours and weekends, and the ability to work independently. Incumbents in this position are on-call 24/7.

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):

None

MINIMUM QUALIFICATIONS:

Vocational/Technical Degree in Graphic Design, Marketing, Communications, or related field and two (2+) plus years of experience required in graphic design and social media experience; or any combination of equivalent experience and education.

LICENSING AND CERTIFICATIONS:

Valid Driver's License

KNOWLEDGE AND SKILLS:

Knowledge of Internet concepts, customer service principles, graphic design principles, popular social media applications, software, and equipment used to create signage and presentations. 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 audiences. Proficient graphic design skills are strongly preferred. Experience using Adobe Creative Suite.

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: NO Child Sensitive: NO Dept of Transportation (CDL): NO

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: 4/02/25; 10/20/23; 1/11/23