

**CITY OF CHATTANOOGA**  
**Classification Specification Title: Press Assistant**

**Department: Executive Branch**

**Pay Grade: GS.10**

**Supervision Received From: Sen. Advisor for Communications FLSA Status: Exempt**

**Supervisory Responsibility For: None**

**Established: 6/29/07**

**Revision Dates: 4/3/25;  
1/27/25; 12/27/24; 8/2/24;  
10/20/23**

**CLASSIFICATION SUMMARY:**

This is an appointed position within the City of Chattanooga. The Press Assistant will report to the Press Secretary and Senior Advisor for Communications and assist in executing the mayor's multimedia communications strategy, serving as a primary writer and content creator, responding rapidly to communications and external media needs, and identifying and executing projects and products that advance the messages, goals, and initiatives of the City of Chattanooga and the Mayor's Office.

**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 and execute Mayor's bi-weekly newsletter

Write talking points for Mayor's weekly communications briefing

Write quotes for the Mayor to be distributed to the press

Write releases for the Mayor and the City of Chattanooga

Brainstorm and assist in the creation and execution of social media projects

Create communication materials (ex. letters, cards, copy editing) for other City departments as requested

Write video scripts for the Mayor

Staff the Mayor at external events and coordinate with the press

Help the mayor's communications office manage and track internal calendars, requests from media and non-media, and upcoming needs for communication material

Oversee briefing materials for the mayor, including working with external partners to ensure the mayor's office has all needed information for events

Monitor, analyze and interpret news coverage and social media conversations to keep tabs on how city initiatives are being discussed

Keeps a comprehensive record of media articles, interviews, and other media engagements involving the mayor.

Assist in other related capacities as needed

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:

Graduation from an accredited four-year college or university with a degree in Political Science, Communications or related field and a minimum of two (2) years experience in communication planning, project management, public relations or related experience, or any combination of equivalent experience and education. Experience in graphic design preferred. Any equivalent combination of education, experience and training that provides the required knowledge, skills and abilities will be considered.

#### LICENSING AND CERTIFICATIONS:

None

#### KNOWLEDGE AND SKILLS:

Creative ability, knowledge of public involvement techniques and strategies; communication principles; community relations principles; implementing strategies; project management 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 preparing marketing and collateral materials; strategic planning and implementing; public coordinating and organizing volunteers; using a computer and related software applications; analyzing a variety of data and making recommendations based on findings; handling multiple tasks simultaneously, organizing and prioritizing work; collaborating with non-profit and community-based organizations; applying independent judgment, personal

discretion and resourcefulness in interpreting and applying guidelines; establishing and maintaining effective working relationships with other employees and those contacted in the course of work; 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.

**PHYSICAL DEMANDS:**

Positions in this class typically require reaching, 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.