

CITY OF CHATTANOOGA
Classification Specification Title: Press Secretary

Department: Executive Branch

Pay Grade: GS.12

Supervision Received From: Sr. Advisor for Public Affairs

FLSA Status: Exempt

Supervisory Responsibility For: None

Established: 6/29/23

Revision Dates: 4/3/25;

5/23/24; 10/20/23

This is an Appointed Position

CLASSIFICATION SUMMARY:

The Press Secretary will report to the Senior Advisor for Public Affairs in executing the mayor's multimedia communications strategy, providing rapid responses to communications and external media needs, identifying and executing projects and materials 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.)

Provides for a designated staff member to serve as point-person for media inquiries, press conferences, and media appearances.

Assists in the execution of a multimedia strategy that advances the city's messaging, initiatives, and issues.

To proactively and intentionally provide media material in response to local, regional, and national events with urgency.

Maximizes the impact of external communications and ensures that they are uniform in messaging, timeliness, and branding.

Collaborates with team members to develop collateral material for use in videos, social media posts, and other appropriate avenues to promote city initiatives.

Attends city events and meetings to provide materials for use on digital platforms and for distribution to local media.

Assists in managing inquiries from the media and coordinating with appropriate staff members on responses.

Crafts press releases on notable issues from city government to garner earned media coverage.

Assists in the creation of multimedia content, such as social media posts, produced video, audio, etc.

Coordinates with external media on interviews with appropriate city staff members.

Assist in the preparation of the mayor and staff members on talking points for media appearances, briefings, and other speaking engagements.

Monitors news coverage and social media conversations to keep tabs on how city initiatives are being discussed.

Pitches story ideas to local and national media outlets about city initiatives.

Tracks and analyzes local community and political issues to plan for possible messaging strategies.

Assists 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: Bachelor's degree in communications, public relations, journalism, or a related field (preferred). Three (3)+ years of experience in communications; or any equivalent combination of education, training and experience which provides the requisite knowledge, skills and abilities for this job.

LICENSING AND CERTIFICATIONS: A valid driver's license

SUPPLEMENTAL INFORMATION:

Excellent written and verbal communication skills. Strong project management and organizational skills. Ability to work independently and collaboratively in a fast-paced, deadline-driven environment. Demonstrated ability to manage multiple projects simultaneously and adapt to changing priorities.

Knowledge of best practices in communications, including emerging trends and technologies. Familiarity with municipal government structure and operations. Proficiency in Google Workspace and communication tools such as email marketing software, social media management tools, and intranet platforms. The Communications Manager will play a critical role in ensuring that Chattanooga City residents are informed, engaged, and connected to Mayor Tim Kelly's goals and objectives. If you are an experienced communications professional with a passion for communications, policy, public service, and messaging.

PHYSICAL DEMANDS: Positions in this class typically require 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. Incumbents may be subjected to travel.

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.