

# CITY OF CHATTANOOGA

## Classification Specification Title: Public Information Specialist

**Department: Public Works**

**Pay Grade: GS.09**

**Supervision Received From: N/A**

**FLSA Status: Exempt**

**Supervisory Responsibility For: N/A**

**Established: 6/29/07**

**Revision Dates: 4/3/25;**

**10/20/23; 7/01/16**

### CLASSIFICATION SUMMARY:

Incumbents in this classification are responsible for providing information about a particular educational or community program. Duties include conducting employee training for personnel, developing training programs; developing graphics for projects and serving as liaison to news media. Work requires limited supervision and the use of independent judgment and discretion.

**SERIES LEVEL:** The Public Information Specialist is a stand-alone classification.

### 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.)*

Develops, plans and conducts public education/outreach and public involvement/participation activities. Develops materials (digital and print) for applicable programs.

Activities shall be done in compliance with the City NPDES Permit for public education, involvement and outreach.

Develops and implements/oversees marketing strategies. Stays aware of the latest marketing strategies and technologies. Monitors effectiveness of the implemented public information programs.

Plans, develops, coordinates and gives presentations to schools, government agencies and community groups. Presents at local/regional/national conferences.

Participates in developing and monitoring public information policies and budgets.

Participates in coordinating and scheduling employee training including registration, transportation and lodging; conducts training needs analysis and maintains employee training records.

Creates social media messaging, public notices, and content for printed materials (e.g., newsletters, brochures, flyers, banners, billboards, and bus wraps).

Develops, prepares, implements and distributes educational and promotional materials, videos, lectures, training programs, and other literature to publicize services, programs and events for assigned areas of responsibility; coordinates the dissemination of materials to civic groups, schools, businesses, the public and/or other applicable individuals.

Serves as a liaison to the news media including the development and distribution of appropriate news releases.

Coordinates special events and programs including work activities with other departments, outside agencies and/or other applicable groups.

Uses, carries, and answers cell phones for business purposes as determined by the assigned job duties and the 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 Communications or Public Relations or related field and two (2) years of related experience; or any combination of equivalent experience and education.

LICENSING AND CERTIFICATIONS:

Valid Driver's License.

SUPPLEMENTAL INFORMATION:

Knowledge of public information principles; public relations principles; community relations principles; graphic design principles and marketing material development principles.

Skill in implementing public relations programs; speaking in public; developing, planning and implementing long-range educational initiatives; monitoring budgets; preparing marketing and collateral materials; preparing press releases; using a computer and related software applications; communication and interpersonal skills as applied to interaction with coworkers, supervisor, and the general public, sufficient to exchange or convey information and to receive work direction.

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: 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.