

CITY OF CHATTANOOGA

Classification Specification Title: Public Relations Coordinator 1

Department: Multiple

Pay Grade: GS.10

Supervision Received From: Depends on Department

FLSA Status: Exempt

Supervisory Responsibility For: None

Established: 6/29/07

**Revision Dates: 4/03/25;
10/20/23**

CLASSIFICATION SUMMARY:

Incumbents in this classification are responsible for serving as the primary media liaison and for addressing all department programs, issues, and media inquiries. Coordinates communication programs that promote the department's programs, facilities, and services. Duties include developing public relations policy and initiatives; coordinating communication internally; providing counsel for marketing and promotional campaigns; and developing promotional materials and graphics for projects. Work requires limited supervision and the use of independent judgment and discretion.

SERIES LEVEL:

The Public Relations Coordinator 1 is the first level of a three-level public information series.

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 a liaison between the assigned department and the media, which includes responding to media requests; disseminating press releases; generating and deferring media attention; preparing and disseminating public service announcements; creating talking points; generating public relations schedules; setting up press conferences and meetings; participating in interviews and performing other related activities.

Develops, plans, and implements community education, outreach, and marketing activities, materials, and publicity for applicable public information and/or involvement programs.

Plans, develops, coordinates, and gives presentations to schools, government agencies, community groups and at conferences.

Participates in developing and monitoring a public relations budget.

Coordinate the development, distribution, and analysis of surveys.

Creates newsletters, brochures, flyers, banners, displays, posters, and other marketing materials and coordinates and oversees the printing and incorporation of items on the City's website.

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.

Designs, lays out, and coordinates the printing and dissemination of applicable reports, policy manuals, lists, and/or other applicable items.

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

May be required to use, carry, and answer their cell phone as determined by their 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 Journalism or Public Relations or related field and two (2) years of public relations experience; or any combination of equivalent experience and education.

LICENSING AND CERTIFICATIONS:

Valid Driver's License

KNOWLEDGE AND SKILLS:

Knowledge of public information principles, public relations principles, community relations principles, graphic design principles, writing styles, press management principles, media outlets, and marketing material development principles.

Skill in implementing public relations programs; coordinating speaking in public; developing, planning and implementing long-range educational initiatives; monitoring budgets; preparing marketing and collateral materials; preparing press releases; generating media attention; 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.