

# **CITY OF CHATTANOOGA**

## **Classification Specification Title: Public Relations Coordinator 3**

**Department: Public Library**

**Pay Grade: GS.12**

**Supervision Received From:**

**FLSA Status: Exempt**

**Supervisory Responsibility For: Multimedia Assistant**

**Established:**

**Revision Dates: 4/3/25;  
9/04/24**

### **CLASSIFICATION SUMMARY:**

Incumbents in this classification are responsible for planning, developing, and directing all public relations, media relations, and marketing strategies for a department. Duties include addressing larger and more sensitive public relations issues; serving as primary liaison to the media; preparing and distributing news releases, photos and fact sheets; developing and managing all marketing strategies; managing a marketing budget; building community partners; providing leadership to other public relations staff; developing and managing social media content and strategies; directing internal communications and special programs and projects for department and conducting media training for City employees. Work is performed with general direction, working from broad goals and policies.

### **SERIES LEVEL:**

The Public Relations Coordinator 3 is the third 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.)*

Supervises public relations staff to include: prioritizing and assigning work; conducting performance evaluations; ensuring staff is trained; ensuring that employees follow policies and procedures; maintaining a healthy and safe working environment; and, making hiring, termination, and disciplinary recommendations.

Directs and monitors all public and media relations, marketing, and communications for the assigned department.

Responding to media and public inquiries, which include responding to emergency scenes and providing relevant information to the news media; preparing and disseminating news releases on emergency incidents; generating positive press coverage of departmental activities; advising management on newsworthy matters and activities that generate positive images; monitoring news coverage and maintaining files of news clippings; representing the department with other agencies and performing other related activities.

Directs internal and external communications, which include preparing written correspondence for executive staff; reviewing correspondence prepared by staff; preparing and disseminating

updates; maintaining the accuracy of the department's website; updating information for the City's website, and performing other related activities.

Directs and manages a variety of special projects and events for the department, which includes facilitating planning meetings; coordinating the allocation of resources; arranging media coverage; planning exhibitions and performing other related activities.

Represents the department in/on a variety of meetings, committees, task forces and/or other related groups in order to receive and convey information.

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

Participates in developing and monitoring marketing budgets.

Develops and implements marketing strategies that support the goals and mission of the department and City; evaluates the success of marketing strategies with key performance indicators, and coordinates the creation of all social media, digital and print marketing, and internal communications. Create and maintain a budget for newsletters, brochures, flyers, banners, displays, posters and other marketing materials and coordinates the printing and distribution of items.

Develops, prepares, implements and distributes educational and promotional materials, videos and other collateral materials to publicize services, programs and events for assigned areas of responsibility; coordinates the dissemination of materials. Coordinates with vendors for distribution of outgoing materials, including television, radio and print.

Manages all department social media accounts, which includes writing, designing and scheduling social media posts and advertisements; responding to and monitoring public inquiries over social media accounts. Creates new social media accounts where applicable; implements strategies to increase following on social media; and reports performance internally, as needed.

Directs and manages the printing and dissemination of applicable reports, policy manuals, lists, and/or other applicable items.

Uses Photography/Videography to capture imagery that documents the public service of the department for the public and other stakeholders.

Uses, carries, and answers their cell phone for business purposes as determined by the assigned job duties and department head.

Manages after-hours communication in emergencies or as needed.

Performs other duties as assigned.

DEPARTMENT SPECIFIC DUTIES (if any):

#### MINIMUM QUALIFICATIONS:

Bachelor's Degree in Journalism or Public Relations or related field and five (5) years of progressively responsible 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; media relations 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; speaking in public; laying out and editing reports and presentations; coordinating and publicizing special events; preparing communication materials; responding to media and public requests for information; 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. Photography/Videography skills.

#### 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.