

# **CITY OF CHATTANOOGA**

## **Classification Specification Title: Senior Advisor Communication and Digital Strategy**

**Department: Executive Branch**

**Pay Grade: GS.25**

**Supervision Received From: Chief of Staff**

**FLSA Status: Exempt**

**Supervisory Responsibility For: Communications Coord.,**

**Established: 3/14/22**

**Digital Specialist, Civic Engagement & Comm. Coord.**

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

**10/18/24; 10/20/23**

### **CLASSIFICATION SUMMARY:**

The Senior Advisor for Communications and Digital Strategy is responsible for creating and implementing the city's communications strategy that includes media/press and stakeholder outreach, pitching long-lead press opportunities, digital and rapid response strategy, event planning, marketing, and other tactics and activities, as necessary. Additionally, they will also manage and coordinate all communications personnel, providing regular briefings to the Mayor and the Chief of Staff, establishing internal reporting processes with departmental communications personnel. The Senior Advisor for Communications and Digital Strategy will also be responsible for managing creative services personnel within the Mayor's Office of Communications, leading the creation of content development and production that drives effective public engagement.

**SERIES LEVEL:** Senior Advisor for Communications and Digital Strategy 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.)*

Work with the Mayor and the Chief of Staff to develop a clear communications strategy and a set of core messaging principles and goals to be adopted and shared across the administration.

Ensure all levels of city communications staff are accurately, effectively, and consistently promoting key city priorities and messaging.

Lead a team of communications and creative professionals, support their professional development, and hold them to high creative and editorial standards.

Play an active role as a contributing member of the Mayor's senior leadership team;.Identify, manage, and direct opportunities to create or enhance city collateral and content, including constituent informational content, departmental marketing materials, and the city's digital assets.

Collaborate with the Mayor and the Chief of Staff to develop long-term communications programming and calendar to support and elevate the Mayor's initiatives and policies.

Engage a diverse and inclusive range of community voices to help build durable coalitions to advance the Mayor's policy agenda.

Create a citywide crisis communications program that includes strategic external communications plans, media relations, stakeholder outreach, and rules of engagement/crisis procedures for city personnel.

Provide oversight for all aspects of Mayoral public appearances, including working with the Chief of Staff to prepare briefing documents, press outreach materials, location, and event details.

Guide the creative process for creating explanatory and engaging digital and video content that supports and builds support for the Mayor's initiatives and policy agenda.

Project manage editorial and communications projects.

Establish and implement the administration's voice and style in all city communications.

Collaborate with senior leadership to write speeches, remarks, and talking points for key administration officials, including the Mayor.

Integrate an equity framework and lens in all city communications.

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 and seven (7)+ years of experience in roles of growing scope, responsibility, and demonstrable results; or any combination of equivalent experience and education.

LICENSING AND CERTIFICATIONS:

None

SUPPLEMENTAL INFORMATION

Experience in the public sector is preferred but not required. A clear creative, strategic, and innovative approach to communications. The ideal candidate brings a combination of experience

in front-line press and community engagement as well as strategy development and implementation. Excellent writing skills, with experience drafting public remarks and a wide range of copy and content. Ideally, the candidate will have experience coaching and editing junior writers. Strong digital media or rapid response experience, with a proven ability to communicate effectively on social media to diverse (and often polarized) audiences. On-the-record experience required. A passion for community-centered issues, backed by experience in a mission-driven organization. Demonstrated ability to lead teams that are balancing multiple and competing priorities on tight deadlines, all while providing continual attention to detail and quality. Content development or editorial experience, with a strong eye for effective and compelling stories and narrative structure. Experience with video production and storytelling is a plus, but not required.

## PHYSICAL DEMANDS

Positions in this class typically require: standing, walking, fingering, grasping, feeling, 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.