

CITY OF CHATTANOOGA
Classification Specification Title: Social Media Coordinator

Department: Police

Pay Grade: GS.11

Supervision Received From: Asst. Police Chief

FLSA Status: Exempt

Supervisory Responsibility For: None

Established: 6/17/22

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

CLASSIFICATION SUMMARY:

Incumbents in this classification are responsible for coordinating all public and media relations for the police department. Duties include addressing larger and more sensitive public relations issues; serving as primary liaison to the media; distributing news releases, photos and fact sheets; coordinating internal communications and special programs and projects for the department and conducting media training for City employees. Work is performed with general direction, working from broad goals and policies.

SERIES LEVEL: The Social Media Coordinator 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.)

Assist the Major of Communications/ Public Affairs with Public Affairs projects, including social media campaigns for Department units/division, and the Annual Report.

Assist with planning and logistics of annual events.

Assist in creating content across multiple platforms, including social media posts, videos, news releases, public service announcements, talking points, and other written material.

Assist with creating and posting content to various social media platforms and internal platforms.

Create a daily news media monitoring report to track departmental coverage and maintain news media lists.

Work with the Public Affairs team to assist in responding to fluid and fast-paced media relations issues.

Collaborate with public information officers and members of the APD to film and edit videos for social media posts, public services announcements, events, and investigations and contribute to fulfilling state-mandated open records requests.

Coordinates all public and media relations for an assigned department.

Responds to media and public inquiries for assigned department which includes 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 a positive images; monitoring news coverage and maintaining files of news clippings; representing the department with other emergency services agencies and performing other related activities.

Prepares internal and external communications which includes preparing written correspondence for management staff; reviewing correspondence prepared by staff; preparing and disseminating updates; posting news releases on the website and performing other related activities.

Coordinates a variety of special projects and events for the department which includes facilitating planning meetings; coordinating the allocation of resources; arranging media coverage 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 public information budgets.

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

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.

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

Uses Photography/Videography to capture imagery that documents incidents, ceremonies, academy progress, and other events pertinent to the department's work.

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

We are a 24/7 Emergency Services Department after hours communication and response may be required.

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 a related field. Experience in Journalism, Marketing, Communication, or other related disciplines; or any combination of equivalent experience and education.

LICENSING AND CERTIFICATIONS: Valid Driver's License

SUPPLEMENTAL INFORMATION:

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.

Proven experience with communications and content creation. Proficient with Twitter, Facebook, YouTube, Vine, Periscope, and Instagram.

Experience shooting video from a production-grade camera such as a Panasonic P2 Camera and familiarity with Adobe Premiere Pro editing system is preferred, but not required.

Must possess excellent communication skills, written and oral.

Must be detail-oriented, a team player, and technologically savvy.

Demonstrated experience developing communications and marketing campaigns.

Experience with detail-driven projects preferably in a communications department.

Must be comfortable with Microsoft Products.

Ability to handle multiple tasks, priorities, and deadlines.

Highly organized, with an ability to prioritize time-sensitive assignments.

Flexible and proactive in taking on assignments and responsibilities, and willingness to learn.

Ability to proofread.

Fearless – not afraid to be a bold and outside-the-box thinker.

Should be able to operate handheld devices i.e., cell phone/tablet, photography camera, video camera, and video editing skills.

Flexibility of schedule to adapt to changing assignments and events, including some nights and weekends as necessary.

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.