PRESS SECRETARY

DEFINITION: Under general supervision, serves as a media and community liaison to coordinate press and news releases for the public.

ESSENTIAL FUNCTIONS: (Essential functions, as defined under the Americans with Disabilities Act, may include the following tasks, physical requirements, knowledge, skills, abilities, and other characteristics. This list of tasks is ILLUSTRATIVE ONLY, and is **not** a comprehensive listing of all functions and tasks performed by incumbents of this class.)

This is a Fair Labor Standards Act defined Exempt Position - Exempt positions are excluded from minimum wage, overtime regulations, and other rights and protections afforded nonexempt workers. The employee in this position is paid a salary rather than an hourly wage for this position. FLSA does not limit the amount of work time an employer may require or expect from any exempt employee, on any schedule. Hamilton County Government expects an employee in this position to complete the work assigned regardless the number of hours involved in completing the tasks assigned.

TASKS:

- Produce exceptional written content for press and news releases, social media announcements, talking points and other documents.
- Develop a positive working relationship with local media and coordinate interview requests, written statements, and other media-related inquiries.
- Assist the with general duties such as copywriting, research, distributing news articles, and disseminating information to all staff members.
- Coordinate photo requests, photograph events, edit pictures, and post on social media platforms.
- Stay up-to-date with news from local media outlets pertaining to County and State government.
- Will oversee creative social media strategies by implementing and maintaining a fresh take on keeping the public informed on County business and events.
- Responsible for producing, shooting, and editing content to be posted on the County Mayor's office social media pages.
- Create graphics for social media platforms.
- Answer citizen questions and complaints through the County Mayor office's comment portal and respond to and/or engage with citizens on social media platforms.
- Coordinate with other departments in County Government as well as outside agencies to release general or emergency information or to create content for social media pages.
- Convey important information to the public through multiple forms of communication.
- Assist in making sure the Mayor and the Mayor's staff are up to date on the latest events, have talking points, and have information needed when speaking at public events.
- Assist the as needed and directed by the County Mayor.
- Perform other related duties as assigned.

KNOWLEDGE, SKILLS, ABILITIES, AND OTHER CHARACTERISTICS:

Knowledge of professional journalism methods, practices, and procedures.
Knowledge of local and state politics.
Knowledge of public relations methods, practices, and procedures.
Knowledge of research, analysis, and interpretation of information.
Knowledge of computer hardware, software, and peripherals.
Knowledge of educational methods and practices.
Knowledge and ability to maintain a professional media image.
Skill in multitasking.
Skill in photography.
Skill in taking pictures and videos to use for social media.

Skill in editing pictures and videos for social media.
Skill in creatively producing content to keep the public informed on County Government work.

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Skill in technical equipment needed to shoot and edit pictures and videos.
Skill in graphic design for social media.
Skill in utilizing verbal and written communication in the development of responses, correspondence, and media releases.
Skill in developing public information and publicity plans.
Skill in providing information, resources, and referrals to reporters, media, and the public.
Skill in providing guidance to public officials and employees related to responding to media inquiries.
Skill and experience in conducting media interviews.
Skill in researching, analyzing, and interpreting information.
Skill in establishing and maintaining effective working relationships.
Skill in effectively communicating in both oral and written form with coworkers, County employees, and the public.
Skill in copywriting.
Ability to evaluate situations, make decisions, and express thoughts/ideas clearly and concisely.
Ability to work in a fast-paced, ever-changing environment.

MINIMUM QUALIFICATIONS:

Any combination of education or experience equivalent to graduation from college plus five (5) years of direct work experience in media/public relations. A valid driver's license is required.

ADDITIONAL REQUIREMENTS:

Work requires the ability to respond appropriately to inquiries and breaking news events.

Work requires ongoing public relations and community contact.

Prior to operating a County-owned vehicle, all employees are required to complete the HC Defensive Driving course and/or an Emergency Vehicle Operations Course (EVOC) provided at the department level.

PHYSICAL REQUIREMENTS:

Work also requires a minimum to moderate amount of physical effort with intermittent typing, sitting, standing, walking, and driving. Work requires frequent standing and constant movement with heavy equipment (i.e. camera and camera equipment).

EXPECTED HOURS OF WORK:

This job will require flexibility with occasional work on nights and weekends.

ADDITIONAL INFORMATION:

This job description is not designed to cover or contain a comprehensive listing of all activities, duties or responsibilities that are required of the employee for this job. Duties, responsibilities and activities may change at any time with or without notice.

All positions within Hamilton County Government are considered work **in-person** and require regular and punctual attendance.

All positions within Hamilton County Government may require work on Holidays or weekends. Additionally, irregular hours and shift work may be required, including possible extension of shift hours, at times with short notice.

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AN EQUAL OPPORTUNITY EMPLOYER

Hamilton County does not discriminate on the basis of race, color, national origin, sex, religion, age, or disability in employment or the provision of services. A copy of Hamilton County's Equal Employment Opportunity Plan (EEOP) & Utilization Report is available on the County's Equal Employment Opportunity (EEO) Office home page.
https://www.hamiltontn.gov/Department_EqualEmploymentOpportunityOffice.aspx

Prepared by:
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HR Review by: CP 10.23.2025