



JOIN OUR TEAM

CIVIL SERVICE JOB ANNOUNCEMENT

Civil Service Department, Suite 569, City County Bldg, 400 Main Street, Knoxville, TN 37902 (865) 215-2106.
Web:www.knoxvilletn.gov

2035 Public Information Specialist 4/3/24
Police Department
(Entry-level and Promotional)
Drug testing may be required **Extended**

ENTRY-LEVEL SALARY: \$49,505 annually
PAY GRADE RANGE: \$49,505 - \$79,208 annually (Pay Grade 312)
The City of Knoxville requires as a condition of employment that all newly employed individuals, former employees that have been re-hired, or employees promoted to a new classification will receive their paychecks by way of automatic direct deposit.
Starting and promotional salaries will be determined based upon applicant qualifications and in accordance with Civil Service Merit Board Rules and Regulations.

The City of Knoxville only accepts online applications. To apply, go to <http://www.knoxvilletn.gov/jobs>. **You must complete ALL APPLICABLE SECTIONS of the application. DO NOT LEAVE SECTIONS BLANK SIMPLY BECAUSE THAT INFORMATION APPEARS ON YOUR RESUME. Doing so could result in your application being deemed incomplete.** If you need assistance submitting an application, you may visit the Civil Service office at the address listed above.

The following documents **MUST** be submitted online by **4:30 p.m. on: Thursday, April 18th, 2024.**

- Completed City of Knoxville Online Application
- Detailed Resume (upload and attach to your online application)
- College Transcripts (upload and attach to your online application)
- If you have questions regarding your application or need help applying, please email mbfoster@knoxvilletn.gov before the posting deadline.

JOB DESCRIPTION: Please See Attached Position Description

MINIMUM REQUIREMENTS

Unless stated otherwise, applicants must possess and/or meet the following minimum requirements prior to the application deadline.

- Current City Employees may apply, but must have completed initial Civil Service probationary period and must have received a satisfactory performance rating on their last evaluation to receive promotional preference.
- Graduation from a CHEA accredited four-year College or university.

PREFERRED QUALIFICATIONS

Preference may be given to applicants with progressively responsible experience in a public information/public relations environment.

EXAMINATION

A Training and Experience Questionnaire (55%) and a Written Exam (45%) of the total score. The areas on the written exam include; Working Relationships, Communication, and Research Techniques.

GREAT BENEFITS!

- Health Plan
- Pension Plan
- Health, Education, & Wellness Center
- Dental Plan
- Vision Plan
- Deferred Comp
- Spending Accounts
- Life Insurance
- Longevity Payments
- Tuition Reimbursement
- Employee Assistance Program
- Paid Leave
- Paid Holidays
- Sick Leave Bank
- Paid 30 min Break
- Vacation Sell
- Flex Schedules
- Training Opportunities

Note: Background checks will be conducted.

AN EQUAL OPPORTUNITY EMPLOYER/DRUG FREE WORKPLACE

The City of Knoxville does not discriminate on the basis of race, color, creed, national origin, sex, religion, age, veteran status, disability, gender identity, genetic information, or sexual orientation in employment opportunities.

GENERAL DESCRIPTION

Under general supervision, assists the department's Communications Manager by performing work of a creative nature in developing and implementing public relations and communications strategies for the Knoxville Police Department. Works closely with various supervisory/managerial staff in developing plans and policies related to public relations. Provides technical advice and guidance to departmental personnel in the areas of communications, media relations, and community relations. Assists in disseminating facts and information about the organization's activities, programs or initiatives to the general public in order to maximize the use and understanding of departmental resources and to promote/maintain a favorable public image.

ESSENTIAL FUNCTIONS

Develops and maintains a system of processing information which ensures the confidentiality of such information until it is time for public release.

Researches data for the purpose of gathering and editing information in order to develop, update and/or revise banners, brochures, flyers, marketing materials, newsletters, reports, other marketing materials and coordinates and oversees the printing and incorporation of items on the City's websites.

Creates digital and social media content to inform the community and shareholders of the organization's operations.

Participates as the agency representative at publicity events, press conferences, special events, exhibits, as well as during community projects and at public, social, and business gatherings.

Develops and maintains current knowledge of public relations principles and practices.

Develops, prepares, implements, and distributes educational and promotional materials, videos, lectures, training programs, and other literature to publicize services, programs and events for the department; coordinates the dissemination of materials to civic groups, schools, businesses, the public, and/or other applicable individuals.

Serves as a liaison between the department and the media, which includes: responding to media requests; disseminating press releases; generating and deferring media attention; creating talking points; preparing and disseminating public service announcements; generating public relations schedules; setting up press conferences and meetings; participating in interviews; frequently having to work during odd hours, under adverse weather conditions, and/or in hazardous conditions.

Responds to media and public inquiries for the 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 command staff on newsworthy matters and activities that generate positive images; monitoring news coverage; representing the department with other emergency services agencies. Consults with managerial personnel before providing inquirers the appropriate information.

Prepares internal and external communications, which includes: preparing written correspondence for the department; reviewing correspondence prepared by staff; preparing and disseminating updates; and posting news releases.

MARGINAL FUNCTIONS

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

Performs related work as required.

KNOWLEDGE, SKILLS, AND ABILITIES

Knowledge of the basic principles and practices of effective communications and media management.

Oral communications skills sufficient to convey ideas and information to a variety of individuals and at organization sponsored events.

Knowledge of effective internal and external communications strategies.

Ability to foster and maintain positive relationships with media representatives, City leaders and community stakeholders.

Ability to communicate clearly and effectively in a high-stress environment and about multiple, complex topics at any given time.

Ability to produce high-quality, professional social media and digital content.

Skill in event planning and management.

Ability to develop communication strategies regarding complex, nuanced matters.

Ability to assimilate information from a variety of sources, analyze such information and recommend courses of action to be taken.

Ability to express ideas clearly, concisely, effectively, and convincingly - both orally and in writing.

Ability to establish and maintain effective working and public relations.

Knowledge of basic research techniques, diction, grammar, and punctuation.

Knowledge of the various tools, equipment and supplies used in public information/public relations efforts (i.e., radio and television equipment, video equipment, editing equipment, etc.).

Skill in efficiently and effectively disseminating technical, sensitive and/or routine information.

Ability to work unusual hours, being on call for any type of emergency situation.

Ability to work in hazardous conditions and/or during inclement weather.

PHYSICAL REQUIREMENTS

This position consists of primarily sedentary work, requiring the incumbent to exert up to 10 pounds of force occasionally, or a lower amount of force frequently, in order to lift/carry, push/pull or otherwise move objects. The job involves sitting most of the time, but may involve walking or standing for brief periods of time. A description of the specific physical requirements associated with this position is maintained on file in the Human Resources office for review upon request.

MENTAL REQUIREMENTS

This position requires the use of relevant principles and procedures to solve practical problems and to deal with a variety of concrete variables in situations where only limited standardization exists (e.g. drafter, firefighter, and carpenter). A description of the specific mental requirements associated with this position is maintained on file in the Human Resources office for review upon request.

MINIMUM REQUIREMENTS

Graduation from a CHEA accredited four-year College or university.

PREFERRED QUALIFICATIONS

Preference may be given to applicants with progressively responsible experience in a public information/public relations environment.