

Communications & Public Engagement Coordinator

City of Cleveland, Tennessee

Pay level 28: Salary Range: \$53,495 – \$80,242 DOQ

Application Deadline: Sunday, July 26, 2026, at 11:59 p.m. (Open Until Filled)

The City of Cleveland, Tennessee, is seeking an innovative, creative, and strategic communications professional to serve as the **Communications & Public Engagement Coordinator**.

Located in the City Manager's Office, this position serves as the City's Public Information Officer and plays a vital role in advancing City priorities through effective communication, branding, marketing, media relations, and community engagement. The successful candidate will help strengthen connections between City government and residents by delivering clear, accurate, and engaging information through a variety of communication channels.

Cleveland is a thriving community of approximately 55,000 residents in Bradley County that blends innovation, ingenuity, and urban thinking with strong small-town values where kindness matters. This is an exciting opportunity to help tell the story of one of Tennessee's fastest-growing cities.

Position Summary

Under the direction of the City Manager, the Communications & Public Engagement Coordinator leads and supports the City's multimedia programs, public information campaigns, media relations efforts, and community engagement initiatives.

The ideal candidate is a skilled communicator with experience developing and implementing strategic outreach campaigns, managing digital communications, and building relationships with residents, stakeholders, and media representatives. They will be politically astute, professional, and creative, with the ability to communicate complex information in a clear and engaging manner.

Essential Duties and Responsibilities

The Communications & Public Engagement Coordinator will:

- Prepare and distribute news releases, media advisories, talking points, fact sheets, and other public information materials.
- Serve as the City's primary media contact and coordinate responses to media inquiries.
- Develop and manage content across the City's social media platforms, including Facebook, X, Instagram, BlueSky, Nextdoor, and emerging channels.
- Monitor social media engagement and respond appropriately to comments and inquiries.
- Create and manage multimedia content, including videos, podcasts, infographics, newsletters, flyers, and website content.
- Track, analyze, and report on digital communication metrics and social media performance.
- Research, develop, and implement communication strategies and public outreach campaigns.
- Assist with special projects, public meetings, community events, and other engagement initiatives.
- Coordinate event planning, promotion, logistics, and execution for City-sponsored events.
- Collaborate with City departments to communicate programs, services, initiatives, and accomplishments.
- Perform other duties as assigned.

Qualifications

Knowledge, Skills, and Abilities

Successful candidates should demonstrate knowledge of:

- Social media platforms and digital communication tools.
- Media relations and public information practices.
- Research methods, fact-checking, and information verification.
- Website content management and digital publishing.
- Analytics and performance measurement tools.
- Effective written and verbal communication techniques.
- Proper English grammar, punctuation, and style.
- The ability to summarize complex information into concise, audience-friendly messages.
- Collaboration and relationship-building with diverse stakeholders and departments.

Education and Experience

- Bachelor's degree in Communications, Public Relations, Marketing, Journalism, Public Administration, or a closely related field.
- Four (4) years of progressively responsible professional experience in communications, marketing, public relations, journalism, public engagement, or a related field.
- An equivalent combination of education and experience may be considered.
- Experience in local government, public sector communications, media relations, or public information programs is highly desirable.

Compensation and Benefits

Salary Range: \$53,495 – \$80,242

Starting salary will be based on qualifications, education, and experience.

The City of Cleveland offers an excellent benefits package, including:

- 100% City-paid Tennessee Consolidated Retirement System (TCRS) defined benefit pension plan
- Comprehensive health insurance benefits
- Paid vacation and sick leave
- Paid holidays
- Professional development opportunities
- Additional benefits available through the City's employee benefits program

Equal Opportunity Employer

The City of Cleveland is an Equal Opportunity Employer and values diversity in its workforce. The City complies with the Americans with Disabilities Act (ADA) and will provide reasonable accommodations to qualified individuals with disabilities. Applicants requiring accommodation during the recruitment process are encouraged to discuss their needs with Human Resources.

Apply Today

Interested candidates should submit resume` by **Sunday, July 26, 2026, at 11:59 p.m. to:**

cityhr@clevelandtn.gov

Open Until Filled

Questions regarding the position may be directed to:

Kim Miller

Human Resources Director

kimmiller@clevelandtn.gov