

Emergency Management Administrator 1 – Communications

Position Description:

The Community Relations & Public Information Officer serves as a key communications professional within the Tennessee Emergency Management Agency (TEMA). This position is responsible for telling the agency's story through clear, engaging, and data-informed communications.

This position blends **creative storytelling, integrated marketing, and public information** responsibilities. The officer leads proactive outreach and preparedness communications during non-emergency periods (“Blue Skies”) and provides operational public information support during emergency activations (“Gray Skies”). Success in this role requires the ability to produce compelling, trend-aware digital content while maintaining the accuracy, professionalism, and coordination required in high-pressure emergency environments.

Essential Job Duties:

Blue Skies Role – Preparedness, Outreach & Storytelling

In non-emergency periods, the Community Relations Officer focuses on proactive engagement, public education, and creative storytelling to increase preparedness across Tennessee.

- Plan and execute proactive communications initiatives that support preparedness, mitigation, and resilience efforts statewide.
- Lead the development and execution of integrated public education campaigns.
- Create engaging, audience-focused content for digital platforms, including social media, blogs, newsletters, videos, graphics, and website features.
- Identify and leverage storytelling opportunities, trends, and innovative formats to increase reach and engagement.
- Represent TEMA at public events, preparedness fairs, trainings, and stakeholder meetings.
- Maintain editorial and content calendars to ensure consistent, coordinated messaging across channels.

Gray Skies Role – Public Information & Emergency Communications

During disasters and emergency activations, the Community Relations Officer supports TEMA's communications and external affairs operations by serving as a reliable conduit of information between operational staff, leadership, and external partners.

- Support emergency communications operations during disasters and activations, including work in the State Emergency Operations Center (SEOC), Joint Information Center (JIC), or other designated locations.
- Assist with real-time information gathering, message coordination, and situational awareness.
- Draft and disseminate timely, accurate public information products, including press releases, social media updates, talking points, and visual content.
- Monitor public sentiment, media coverage, and misinformation to inform communication strategy and response adjustments.
- Coordinate messaging with internal divisions, leadership, and external partners to ensure consistency and clarity.
- Provide surge communications support as operational needs shift during response and recovery.

Preferred Qualifications:

- Bachelor's degree in communications, public relations, journalism, marketing, or a related field.
- At least three years of professional experience related to communications, public relations, journalism, marketing, or a related field.
- Strong written, verbal, and visual storytelling skills.
- Experience creating and managing content across social and digital platforms.
- Demonstrated ability to use analytics to guide communication strategies and decision-making.
- Experience supporting or coordinating public-facing campaigns or outreach initiatives.
- Ability to work independently, manage multiple projects, and meet deadlines in a fast-paced environment.
- Strong interpersonal skills and comfort engaging with diverse audiences and partners.
- Willingness to travel statewide and deploy during emergencies, including evenings or weekends as needed.