



SHELBY COUNTY DISTRICT ATTORNEY GENERAL'S OFFICE COMMUNICATIONS/PUBLIC AFFAIRS ASSISTANT JOB DESCRIPTION

Position Description

The Shelby County District Attorney's Office is seeking a Communications/Public Affairs Assistant to support the Director of Communications and Public Affairs in carrying out the office's strategic communications plan, with an emphasis on social media and multimedia content.

The Communications and Public Affairs Assistant will be crucial in helping to shape and communicate our organization's message. We are looking for an individual who is passionate about the criminal justice system and has the drive and initiative to create and manage multimedia content independently. This role requires a self-starter who can take ownership of projects with minimal direction, contributing to the development and execution of impactful communication strategies.

Duties and Responsibilities

- Lead and manage the office's social media strategy—updating all social sites frequently and tracking analytics.
- Manage the Office's YouTube channel: Shoot and edit videos.
- Support photography requests.
- Update the website as needed.
- Monitor and research relevant political issues aligned with the office's mission.
- Provide administrative support to the Communications Director, including managing emails from media and the general public, handling phone calls, and maintaining organized documentation.
- Assist the Director with dissemination of information to the public and media outlets.
- Monitor local and national news for issues relative to the work of the SCDAG's office and the criminal justice system.
- Assist the Director in all areas as needed—including brainstorming new ideas, proofreading material, scheduling the release of communications to ensure maximum effectiveness, and maintaining calendars and appointments.

- Take the lead in crafting engaging and compelling narratives that resonate with diverse audiences.
- Support the planning and execution of special events, including press conferences and promotional activities.
- Works on special projects as needed.

Minimum Qualifications

Graduated from an accredited college or university with a Bachelor's Degree in Public Relations, Communications, Journalism, English, or Marketing; and two (2) years of professional experience or an equivalent combination of education, training, and experience.

Required Skills and Abilities

- In-depth knowledge and understanding of social media platforms
- Exceptional writing skills
- Experience with at least one video editing software (iMovie, Adobe Premiere, or Final Cut Pro)
- Proficiency in Canva; Photoshop experience preferred but not required
- Ability to effectively communicate information and ideas in written and verbal format
- Ability to interact with officials, employees, and the public with courtesy and tact
- Strong interest in the criminal justice system