



**Code: 0701**

Family: Public Relations and Creative Arts

Service: Administrative

Group: Clerical, Accounting, and General Office

Series: Public Information

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## **CLASS TITLE: PUBLIC RELATIONS REPRESENTATIVE I**

### **CHARACTERISTICS OF THE CLASS**

Under supervision, participates in the development of public information materials in order to promote departmental programs and services; and performs related duties as required

### **ESSENTIAL DUTIES**

- Drafts copy and text for inclusion into departmental public information materials (i.e., brochures, pamphlets, newsletters, presentations)
- Participates in the design and layout of graphic displays and publications to promote special events
- Assists in coordinating the preparation of graphic materials with technical personnel to ensure that information is presented according to specifications
- Attends neighborhood forums and performs other community outreach activities to inform the public of programs and services
- Organizes, updates, and maintains files (e.g., newspaper clippings related to departmental programs and special events, client database, revenues, summaries of events and meetings)
- Assists in scheduling attendance of designated personnel and assists with set up at community meetings and other events
- Maintains and renews subscriptions of department periodicals
- Assists with circulating periodicals and informational materials
- Participates in tracking and reporting all departmental media contacts and coverage
- Assists in updating calendar of departmental activities and special events
- Utilizes blogs and social media platforms to communicate department programs, events and services
- Researches and compiles information in response to Freedom of Information Act (FOIA) requests

**NOTE:** *The list of essential duties is not intended to be inclusive; there may be other duties that are essential to particular positions within the class.*

### **MINIMUM QUALIFICATIONS**

#### **Education, Training, and Experience**

- Graduation from an accredited college or university with a Bachelor's Degree in Journalism, Communications, English or a directly related field; or an equivalent combination of education, training and experience

#### **Licensure, Certification, or Other Qualifications**

- None

### **WORKING CONDITIONS**

- General office environment

**EQUIPMENT**

- Standard office equipment (e.g., telephone, printer, photocopier, fax machine, calculator, adding machine)
- Computers and peripheral equipment (e.g., personal computer, computer terminals, hand-held computer)

**PHYSICAL REQUIREMENTS**

- No specific requirements

**KNOWLEDGE, SKILLS, ABILITIES, AND OTHER WORK REQUIREMENTS****Knowledge**

Some knowledge of:

- principles, practices and techniques of public relations and communications
- social media platforms and other technology channels
- local media outlets and news organizations
- applicable department programs, organizations, and resources
- applicable computer software packages and applications

Knowledge of applicable City and department policies, procedures, rules, and regulations

**Skills**

- ACTIVE LEARNING - Understand the implications of new information for both current and future problem-solving and decision-making
- ACTIVE LISTENING - Give full attention to what other people are saying, take time to understand the points being made, ask questions as appropriate, and not interrupt at inappropriate times
- COORDINATION WITH OTHERS - Adjust actions in relation to others' actions

**Abilities**

- COMPREHEND ORAL INFORMATION - Listen to and understand information and ideas presented through spoken words and sentences
- SPEAK - Communicate information and ideas in speaking so others will understand
- COMPREHEND WRITTEN INFORMATION - Read and understand information and ideas presented in writing
- WRITE - Communicate information and ideas in writing so others will understand

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All employees of the City of Chicago must demonstrate commitment to and compliance with applicable state and federal laws, and City ordinances and rules; the City's Ethics standards; and other City policies and procedures.

The City of Chicago will consider equivalent foreign degrees, accreditations, and credentials in evaluating qualifications.

\* May be required at entry.

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City of Chicago  
Department of Human Resources  
July, 2015