



**Code: 0702**

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 II**

### **CHARACTERISTICS OF THE CLASS**

Under general supervision, develops and disseminates communication and public information materials in order to promote departmental programs and services; and performs related duties as required

### **ESSENTIAL DUTIES**

- Conducts research, compiles information and drafts copy for inclusion into departmental public information materials (i.e., brochures, pamphlets, newsletters, presentations)
- Prepares press releases to disseminate information to the public
- Develops designs and logos for publications
- Coordinates the audio-visual, graphic arts and photographic support services used in the preparation of displays and exhibits
- Participates and coordinates attendance of designated personnel at community and public information meetings
- Prepares and updates calendar of departmental activities and special events
- Assists in the planning and coordination of meetings, conferences, and special events
- Monitors supply of program information publications and prepares orders to replenish existing stock
- 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
- Attends community meetings to inform the public of programs and services, as required

**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, plus one year of experience in the preparation and dissemination of public information; 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**

Moderate knowledge of:

- \*principles and practices of public relations and communications
- \*social media platforms and other technology channels
- applicable computer software packages and applications
- applicable research methods

Some knowledge of:

- writing and formatting styles and methods used in applicable publications
- \*social media platforms and other technology channels
- local media outlets and news organizations

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

Other knowledge as required for successful performance in the Public Relations Representative I class

### **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
- \*CRITICAL THINKING – Use logic and reasoning to identify the strengths and weaknesses of alternative solutions, conclusions, or approaches to problems
- MANAGEMENT OF MATERIAL RESOURCES – Obtain and see the appropriate use of equipment, facilities, and materials needed to do certain work
- \*COORDINATION WITH OTHERS - Adjust actions in relation to others' actions
- \*SERVICE ORIENTATION – Actively look for ways to help people
- \*SOCIAL PERCEPTIVENESS – Demonstrate awareness of others' reactions and understand why they react as they do

Other skills as required for successful performance in the Public Relations Representative I class

**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
- REASON TO SOLVE PROBLEMS – Apply general rules to specific problems to produce answers that make sense
- VISUALIZE – Imagine how something will look after it is moved around or when its parts are moved or rearranged
- DEMONSTRATE ORIGINALITY – Come up with unusual or clever ideas about a given topic or situation, or to develop creative ways to solve a problem
- MAKE SENSE OF INFORMATION – Quickly make sense of, combine, and organize information into meaningful patterns

Other abilities as required for successful performance in the Public Relations Representative I class

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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