



Code: 0703

Family: Public Relations and Creative Arts

Service: Administrative

Group: Clerical, Accounting, and General Office

Series: Public Information

CLASS TITLE: PUBLIC RELATIONS REPRESENTATIVE III

CHARACTERISTICS OF THE CLASS

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

ESSENTIAL DUTIES

- Participates in and oversees the preparation of news articles and press releases to inform the public of upcoming events
- Prepares and oversees content creation, including graphics for inclusion into departmental newsletters, brochures, pamphlets, and websites
- Coordinates and attends meetings and conferences to inform community groups and business organizations of upcoming events
- Designs and coordinates the production of promotional materials including banners and posters
- Oversees and provides technical assistance to staff engaged in preparing and disseminating departmental publications
- Prepares narrative reports and maintains records (e.g., calendars, photo files, contracts, emails) of public information and event-related activities
- Coordinates and schedules requests for staff members to speak before community groups or news media to explain departmental programs and services
- Utilizes blogs and social media platforms to communicate department programs, events and services
- Responds to freedom of information requests and inquiries from the public and media regarding department programs and services
- Supervises the work of staff responsible for mass mailings, as needed

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 three years 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**

Considerable knowledge of:

- *public relations and community outreach principles, practices, and techniques
- *applicable computer software packages
- applicable department programs, organizations, and resources
- local media outlets and news organizations

Moderate knowledge of:

- developing sponsorship, marketing, and public relations plans
- *writing and formatting styles and methods used in applicable publications
- *social media platforms and other technology channels
- producing written and on-line communication materials
- applicable research methods

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

Other knowledge as required for successful performance in the Public Relations Representative II 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
- MONITORING – Monitor and assess performance of one's self, other individuals, or organizations to make improvements or take corrective action
- COORDINATION WITH OTHERS - Adjust actions in relation to others' actions
- *SOCIAL PERCEPTIVENESS – Demonstrate awareness of others' reactions and understand why they react as they do
- *JUDGEMENT AND DECISION MAKING - Consider the relative costs and benefits of potential actions to choose the most appropriate one

Other skills as required for successful performance in the Public Relations Representative II 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
- ORGANIZE INFORMATION – Arrange things or actions in a certain order or pattern according to a specific rule or set of rules (e.g., patterns of numbers, letters, words, pictures, mathematical operations)

Other abilities as required for success performance in the Public Relations Representative II class

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.

City of Chicago
Department of Human Resources
July, 2015