



**Code: 0703**

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 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

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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