



Code: 0705

Family: Public Relations and Creative Arts

Service: Administrative

Group: Clerical, Accounting, and General Office

Series: Program Services

CLASS TITLE: DIRECTOR OF PUBLIC AFFAIRS

CHARACTERISTICS OF THE CLASS

Under direction, manages and directs the public affairs and media relations activities for a City department, and performs related duties as required

ESSENTIAL DUTIES

- Coordinates and oversees the department's public affairs and media relations activities
 - Develops strategies to create and maintain a positive image of the department
 - Directs public information programs to convey the department's mission, goals, and services to the general public
 - Promotes goodwill for the department through public relations activities and media campaigns
 - Meets with supervisory staff to oversee and coordinate public relations activities
 - Serves as liaison to various City groups (e.g., the Mayor's Press Secretary's Office, City Council) regarding public information issues
 - Arranges news conferences and interviews for departmental personnel
 - Serves as department spokesperson to the news media
 - Researches, writes, and edits speeches and talking points for department managers
 - Develops content for messages to be communicated to the public (e.g., public service announcements, press releases, Intranet and Internet websites, promotional materials)
 - Serves as liaison with public relations, marketing and media representatives, community groups, and other outside stakeholders
- Reviews and approves budget requests for the public affairs unit, 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, or a directly related field, plus five years of work experience in the development and implementation of public information programs, of which two years are in a supervisory role related to the responsibilities of the position; 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)
- Computers and peripheral equipment (e.g., personal computer, computer terminals, hand-held computer, modems, scanners)

PHYSICAL REQUIREMENTS

- No specific requirements

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

Comprehensive knowledge of:

- *effective speech writing
- *writing and formatting styles and methods used in public service announcements and other forms of news transmittals
- local media outlets and news organizations
- *public relations and community outreach principles, practices, and techniques

Some knowledge of:

- applicable City and department, services, programs, and resources
- City neighborhoods, community organizations, and leaders
- *developing sponsorship, marketing, and public relations plans
- *management and supervisory methods, practices, and procedures

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

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, taking 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
- *COORDINATION WITH OTHERS - Adjust actions in relation to others' actions
- *PERSUASION - Persuade others to change their minds or behavior
- *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

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
- 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
- REACH CONCLUSIONS - Combine pieces of information to form general rules or conclusions (includes finding a relationship among seemingly unrelated events)

Other Work Requirements

- PERSISTENCE - Persist in the face of obstacles on the job
- INITIATIVE - Demonstrate willingness to take on job challenges
- LEADERSHIP - Demonstrate willingness to lead, take charge, and offer opinions and direction
- ADAPTABILITY/FLEXIBILITY - Be open to change (positive or negative) and to considerable variety in the workplace
- DEPENDABILITY - Demonstrate reliability, responsibility, and dependability and fulfill obligations
- ATTENTION TO DETAIL - Pay careful attention to detail and thoroughness in completing work tasks
- INNOVATION - Think creatively about alternatives to come up with new ideas for and answers to work-related problems
- ANALYTICAL THINKING - Analyze information and using logic to address work or job issues and problems

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
(Valtera Corporation)
Date: June, 2010