



**Code: 0729**

Family: Public Relations and Creative Arts

Service: Administrative

Group: Clerical, Accounting, and General Office

Series: Public Information

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## **CLASS TITLE: INFORMATION COORDINATOR**

### **CHARACTERISTICS OF THE CLASS**

Under direction, develops and implements communication and public information programs, or outreach initiatives for a City department, and performs related duties as required

### **ESSENTIAL DUTIES**

- Develops, coordinates and evaluates communication and public information campaigns to market department programs, events and services, or outreach initiatives
- Drafts and edits informational materials (e.g., press releases, public service announcements, brochures) for the general public, media or specialized groups
- Develops and reviews department web-based communication materials for online display
- Works closely with media outlets to coordinate and promote departmental initiatives
- Monitors the design and production of graphic arts displays, dvds/videos and presentations
- Schedules interviews, news conferences and radio and television appearances for department management
- Maintains communication and advertisement budgets
- Responds to freedom of information requests and inquiries from the public and media regarding department programs and services
- Develops and coordinates outreach efforts to promote department programs and services to targeted audiences and neighborhoods
- Networks with community organizations, academic institutions and private companies to build collaborative relationships in promoting department programs
- Conducts assessment of community needs, interests and trends to identify new or modified programming activities
- Evaluates the effectiveness of outreach programs and engagement activities
- Utilizes blogs and social media platforms (e.g., Facebook, Twitter, etc.) to communicate department programs, events and services, or outreach initiatives
- Plans and directs special events (e.g., award presentations and dedication ceremonies)
- Works closely with the Mayor's Press Secretary Office in order to draft departmental correspondence and to coordinate and promote programs and initiatives
- Prepares narrative and activity reports of communication, public information, and outreach activities
- Represents the department at community meetings and events, 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, Business Administration, Public Administration, Humanities or a directly related field, plus four years of experience in the development and implementation of public information or outreach programs, 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)

## PHYSICAL REQUIREMENTS

- No specific requirements

## KNOWLEDGE, SKILLS, ABILITIES, AND OTHER WORK REQUIREMENTS

### Knowledge

Considerable knowledge of:

- \*principles and practices of public relations and communications
- \*methods and techniques of public speaking
- department programs, organizations, and resources
- \*developing public information, communication and media campaigns
- local media outlets and news organizations
- \*public relations and community outreach principles, practices, and techniques

Some knowledge of:

- \*program planning, development, coordination, and evaluation
- \*producing written and on-line communication materials

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

### Skills

- \*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
- \*ACTIVE LEARNING - Understand the implications of new information for both current and future problem-solving and decision-making

- \*CRITICAL THINKING - Use logic and reasoning to identify the strengths and weaknesses of alternative solutions, conclusions, or approaches to problems
- \*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
- REACH CONCLUSIONS – Combine pieces of information to form general rules or conclusions (includes finding a relationship among seemingly unrelated events)

**Other Work Requirements**

- INITIATIVE - Demonstrate willingness to take on job challenges
- LEADERSHIP - Demonstrate willingness to lead, take charge, and offer opinions and direction
- 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

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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  
May, 2017