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 ORGINALITY** – 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.

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