



**Code: 0712**  
Family: Public Relations and Creative Arts  
Service: Administrative  
Group: Clerical, Accounting, and General Office  
Series: Public Information

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## **CLASS TITLE: SENIOR PUBLIC INFORMATION OFFICER**

### **CHARACTERISTICS OF THE CLASS**

Under general supervision, the class functions at the senior level, receiving and responding to atypical complaints and requests for information concerning programs and services of city departments, and performs related duties as required

### **ESSENTIAL DUTIES**

- Responds verbally and in writing to atypical or complex complaints and inquiries from the general public, business establishments, community organizations and governmental agencies regarding city programs and services
- Serves as liaison between the public and city departments to expedite the resolution of registered complaints
- Prepares news releases and creates copy for the inclusion of materials to promote departmental programs and services
- Coordinates graphics and reproduction services to ensure promotional materials are printed according to work order and timeline specifications
- Reviews, edits, and approves content submitted by departmental personnel to be posted onto Intranet and Internet websites for accuracy, as required
- Oversees the distribution of brochures and pamphlets in response to written requests for information
- Represents the department at public hearings and community meetings to explain and promote city services, programs and upcoming events
- Prepares and maintains statistical and narrative work activity reports

**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 public affairs work experience; 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, scanners)

**PHYSICAL REQUIREMENTS**

- No specific requirements

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

Moderate knowledge of:

- \*writing and formatting styles and methods used in the preparation of applicable publications
- \*public relations and community outreach principles, practices, and techniques
- \*applicable computer software packages

Some knowledge of:

- \*applicable research methods
- \*applicable City and department, services, programs, and resources

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

**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
- COMPLEX PROBLEM SOLVING – Identify complex problems and review related information to develop and evaluate options and implement solutions

**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
- ANALYTICAL THINKING - Analyze information and using logic to address work or job issues and problems

**Other Work Requirements**

- 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

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- INDEPENDENCE – Develop own ways of doing things, guide oneself with little or no supervision, and depend mainly on oneself to get things done
  - 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  
June, 2022