



**Code: 0721**

Family: Public Relations and Creative Arts

Service: Administrative

Group: Clerical, Accounting, and General Office

Series: Public Information

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## **CLASS TITLE: DIRECTOR OF COMMUNICATIONS-AVIATION**

### **CHARACTERISTICS OF THE CLASS**

Under direction, reports directly to the Deputy Commissioner serving as second-in-charge of the Media and Communications Division within the Department of Aviation; and performs related duties as required

### **ESSENTIAL DUTIES**

- Directs and manages division staff responsible for media relations, public relations, communication and public information outreach (e.g., speech writing, social media content, press releases, etc.)
- Develops O'Hare and Midway Airports communication programs including creating, updating, editing, and publishing content and messaging for all channels and audiences, creating broad public awareness, and understanding to effectively communicate the Airports policies and programs
- Serves as a strategic advisor to Senior Executive staff relative to communication initiatives, strategies and best practices in the Aviation industry
- Acts as a liaison with communication contractors to ensure deliverables received have consistent messaging displayed throughout the airports
- Drafts and edits speeches and presentations for senior executive and department staff
- Manages web-based communication materials ensuring content is informative, user-friendly, customer-focused, and visually compelling for online display
- Monitors the design and production of video and graphic arts displays and presentations
- Oversees the development of informational materials for the Airports (e.g., press releases, public service announcements, brochures) for the general public, media or specialized groups
- Researches and analyzes airport and airline industry practices and procedures, pertinent legislation, and issues dealing with the airline services and prepares proposals for improvements related to community interests and issues
- Arranges news conferences, interviews, radio and television appearances for departmental personnel
- Plans and directs special events (e.g., aware presentations and dedication ceremonies)
- Works closely with the Mayor's Press Secretary's Office on the development of departmental correspondence and to coordinate and promote departmental programs and initiatives
- Responds to freedom of information requests and inquiries from the public and media in a timely manner
- Develops division communication and advertisement budgets
- Prepares narrative and statistical activity reports of communication and public information 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, 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, scanners)

## PHYSICAL REQUIREMENTS

- No specific requirements

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

### Knowledge

Comprehensive knowledge of:

- \*public relations and community outreach principles, practices, and techniques
- \*effective speech writing
- \*writing and formatting styles and methods used in public service announcements and other forms of news transmittals
- \*web based technologies including digital and social media platforms
- \*video production and editing
- local media outlets and news organizations
- policies, procedures and operation of O'Hare and Midway airports

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

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- 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  
August, 2020