



Code: 0790
Family: Public Relations and Creative Arts
Service: Administrative
Group: Clerical, Accounting, and General Office
Series: Public Information

CLASS TITLE: PUBLIC RELATIONS COORDINATOR

CHARACTERISTICS OF THE CLASS

Under direction, plans and directs the public relations or public education functions of a City department; and performs related duties as required

ESSENTIAL DUTIES

- Plans, directs, and reviews the activities of personnel engaged in departmental public relations or public education activities
- Prepares and edits speeches for departmental executive personal
- Arranges interviews of department managers for media appearances
- Serves as departmental spokesperson in responding to inquiries from the media
- Organizes press conferences to inform the public of departmental programs and services
- Coordinates and directs the writing, design, and lay-out of brochures and pamphlets describing departmental programs and services
- Coordinates the preparation and editing of audio-visual and video taped programs for educational purposes or to promote special events
- Drafts and reviews responses to Freedom of Information Act (FOIA) requests
- Directs and participates in the preparation of the department's annual report
- Works closely with the other departments, including the Mayor's Office in order to draft departmental correspondence and to coordinate and promote programs and initiatives
- Utilizes blogs and social media platforms to communicate department programs, events and services, or outreach initiatives
- Notifies appropriate staff and drafts notices for upcoming press conferences
- Prepares narrative and activity reports of communication, public information, and outreach activities
- May participate in the preparation of the department's annual report

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 at least five (5) years of experience in the development and implementation of public information programs, including two (2) years of supervisory 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, 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

Comprehensive knowledge of:

- *public relations principles, practices, and methods
- *public speaking methods and techniques
- *management and supervisory methods, practices, and procedures
- applicable computer software packages and applications
- developing and implementing public information, communications, and media campaigns
- creating talking points/speeches for executive-level management

Moderate knowledge of:

- local media outlets and news organizations
- *program planning, development, coordination, and evaluation
- *social media platforms

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
- *COORDINATION WITH OTHERS - Adjust actions in relation to others' actions
- *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
November, 2021
February, 2022