



**Code: 9715**  
Family: Public Relations and Creative Arts  
Service: Exempt  
Group: Non-Competitive  
Series: Exempt

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## **CLASS TITLE: DIRECTOR OF NEWS AFFAIRS**

### **CHARACTERISTICS OF THE CLASS**

Under direction, the class directs public affairs and media relations activities for a city department; and performs related duties as required

### **ESSENTIAL DUTIES**

- Serves as the department's spokesperson, responding to inquiries from local, national, and international news media outlets and providing information regarding ongoing department activities and emergency incidents
- Directs staff in writing speeches for department managers and preparing news releases, public service announcements, brochures, and pamphlets to promote department programs, special events and initiatives
- Arranges interviews of executive level staff for media appearances and assists them in preparing for interviews
- Directs the development of public information and marketing campaigns to convey the department's mission, goals, and services to the public
- Serves as liaison to the Mayor's Press Secretary's Office and various media outlets regarding the department's public information issues and media concerns
- Directs the department's review and response to Freedom of Information Act (FOIA) requests to ensure compliance with government regulations and municipal policies
- Develops and implements standards and operating procedures for departmental public affairs and media relations activities
- Participates in the preparation of the department's annual budget report
- Prepares comprehensive productivity reports of section activities
- Represents the department at seminars and conferences in order to exchange marketing strategies for programs and services
- Coordinates and directs technical staff and private contractors responsible for the preparation of films, videos, and still photographs for departmental presentations and training

**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:

- \*media and public relations
- \*marketing principles and practices
- \*journalism principles
- \*local and national media outlets
- \*effective speak writing
- \*writing and formatting styles and methods used in public service announcements and other forms of news transmittals
- \*public relations and community outreach principles, practices, and techniques

Moderate knowledge of:

- \*management and supervisory methods, practices, and procedures
- \*developing sponsorship, marketing, and public relations plans

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
- \*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
- 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  
November, 2021