



Code: 0722
Family: Public Relations and Creative Arts
Service: Administrative
Group: Clerical, Accounting, and General Office
Series: Public Information

CLASS TITLE: DIGITAL MEDIA SPECIALIST - CPD

CHARACTERISTICS OF THE CLASS

Under direction, the class develops, implements, and promotes a digital communication strategy to support the Chicago Police Department's initiatives and public safety messaging campaign and performs related duties as required

ESSENTIAL DUTIES

- Develops and maintains an understanding of overall public safety strategic objectives in order to create comprehensive digital concepts, materials and messaging
- Develops daily, weekly, and monthly digital communication plans for all police districts as well as the department's centralized social media accounts
- Monitors and creates content for standard social media platforms (e.g., Facebook, Instagram, Twitter, YouTube, Snapchat, and blogging) fostering direct and positive relationships with the community
- Maintains a content calendar for key social media initiatives and implements campaigns to build the department's communication efforts with the community
- Prepares visual presentations, marketing collateral and web graphics that improve the overall ability of the department to strategically communicate its mission, programs, and emergency information to the public
- Develops promotional strategies for getting the department's message on crime and crime prevention and other initiatives to the community
- Researches and responds to complex media inquiries on a variety of public safety policing matters
- Coordinates production of weekly video series promoting police work in the community by identifying content and coordinating the work of staff engaged in the production of videos
- Acts as a liaison with the Mayor's Office to strategically plan and disseminate inter-departmental outreach to maximize audience reach
- Ensures copyright compliance of all online content
- Supports live events and launches on social media platforms
- Responds verbally and in writing to atypical or complex complaints and inquiries from the public
- Keeps abreast and maintains current on digital and social media best practices and policies and adapts and evaluates activities across multiple platforms
- Tracks and analyzes key analytics and metrics to produce reports for key stakeholders that cover campaign effectiveness, engagement and general trends and makes recommendations to policy initiatives to improve efficiency
- Reviews, edits, and approves content submitted by departmental personnel to be posted onto Intranet and Internet websites for accuracy, 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, Marketing, Communications, English or a directly related field, plus five (5) years of public relations, digital/social media, marketing or communications work experience; or an equivalent combination of education, training and experience

Licensure, Certification, or Other Qualifications

- None

WORKING CONDITIONS

- General office environment
- Will be required to work flexible hours including weekends, holidays, and evenings

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)
- Photographic and video equipment

PHYSICAL REQUIREMENTS

- No specific requirements

KNOWLEDGE, SKILLS, ABILITIES, AND OTHER WORK REQUIREMENTS

Knowledge

Considerable knowledge of:

- *principles and practices of digital media and communications
- *public relations and community outreach principles, practices, and techniques
- *principles and practices of composing and editing informational material
- department programs, initiatives and policies
- *developing strategic digital media campaigns
- *photography and use of video on social media platforms
- *social media platforms (e.g., Facebook, Twitter, Instagram, Twitter, YouTube)
- *search engine optimization and search engine marketing strategies
- *applicable computer software packages

Moderate knowledge of:

- *social media analytics
- applicable research methods

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
- *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
- ANALYTICAL THINKING - Analyze information and using logic to address work or job issues and problems
- REACH CONCLUSION – Combine pieces of information to form general rules or conclusions (including finding a relationship among seemingly unrelated events)

Other Work Requirements

- INITIATIVE – Demonstrate willingness to take on job challenges
- LEADERSHIP – Demonstrate willingness to lead, take charge, and offer opinions and direction
- 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
- 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

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
September, 2020