



**Code: 9716**  
Family: Public Relations and Creative Arts  
Service: Exempt  
Group: Non-Competitive  
Series: Exempt

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

### **CHARACTERISTICS OF THE CLASS**

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

### **ESSENTIAL DUTIES**

- Writes and participates in the editing of speeches for department managers and prepares and supervises the preparation of news releases, public service announcements, brochures, and pamphlets to promote department programs, special events, and initiatives
- Assists in directing 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 public information issues and media concerns
- Assists in directing the department's review and response to Freedom of Information Act (FOIA) requests to ensure compliance with government regulations and municipal policies
- Participates in the preparation of the department's annual report
- Compiles statistical data for inclusion in section's productivity reports
- 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, as required
- Participates in the development and modification of standards and operating procedures for departmental public affairs and media relations activities
- Attends seminars and conferences in order to exchange marketing strategies for programs and services
- Coordinates and oversees technical staff and private contractors responsible for the preparation of films, videos, and still photographs for departmental presentations and trainings

**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; 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

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- 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  
December, 2021