



Code: 1434

Family: Public Relations and Creative Arts
Service: Administrative
Group: Statistical, Technical, and Analytical
Series: Planning

CLASS TITLE: DIRECTOR OF PUBLIC INFORMATION

CHARACTERISTICS OF THE CLASS

Under direction, plans, coordinates, and manages public information and public education activities for a City department, and performs related duties as required

ESSENTIAL DUTIES

- Supervises and monitors professional staff responsible for the preparation of press releases, brochures, pamphlets, and other public information materials to promote the department's programs and services
- Coordinates and directs subordinate personnel engaged in writing and editing articles for press releases, public service announcements, and informational pamphlets and brochures
- Arranges media coverage that publicizes departmental special events and monitors media coverage related to the department
- Schedules press conferences and radio and television interviews for department executives
- Develops strategies (e.g., branding and advertising plans) to effectively market departmental programs and services
- Directs and coordinates the research, development, and preparation of written and oral responses to inquiries from the media, public agencies, and community groups
- Represents the department at community meetings in order to inform the public of departmental programs and services
- Develops policies and procedures for the dissemination of public information via written, oral, and electronic means (e.g., department website)
- Prepares the public information unit's annual budget and monitors expenditures
- Evaluates and trains professional public information staff
- Prepares statements in support of new or modified programs
- Coordinates efforts with staff in order to organize City-wide conferences and exhibits
- Prepares and reviews written responses to Freedom of Information Act (FOIA) requests, as required
- Serves as official spokesperson for the department, 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, Marketing, 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, modems, scanners)

PHYSICAL REQUIREMENTS

- No specific requirements

KNOWLEDGE, SKILLS, ABILITIES, AND OTHER WORK REQUIREMENTS**Knowledge**

Advanced knowledge of:

- applicable City and department programs, organizations, and resources
- local media outlets and news organizations
- *public relations and community outreach principles, practices, and techniques
- *management and supervisory methods, practices, and procedures

Some knowledge of:

- City neighborhoods, community organizations, and leaders
- *applicable computer software packages
- *developing sponsorship, marketing, and public relations plans
- *writing and formatting styles and methods used in applicable publications
- publication design and printing
- *effective speech writing
- applicable federal, state, and local laws, regulations, and guidelines

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
- *MONITORING - Monitor and assess performance of one's self, other individuals, or organizations to make improvements or take corrective action

- *MANAGEMENT OF FINANCIAL RESOURCES - Determine how money will be spent to get the work done and account for these expenditures
- *MANAGEMENT OF PERSONNEL RESOURCES - Motivate, develop, and direct people as they work and identify the best people for the job
- *COORDINATION WITH OTHERS - Adjust actions in relation to others' actions
- *INSTRUCTING - Teach others how to do something
- *NEGOTIATION - Bring others together and trying to reconcile differences
- *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
- REACH CONCLUSIONS - Combine pieces of information to form general rules or conclusions (includes finding a relationship among seemingly unrelated events)

Other Work Requirements

- LEADERSHIP - Demonstrate willingness to lead, take charge, and offer opinions and direction
- SOCIAL ORIENTATION - Prefer to work with others rather than alone and being personally connected with others on the job
- 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

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.

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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
(Valtera Corporation)
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