



**Code: 0722**

Family: Public Relations and Creative Arts

Service: Administrative

Group: Clerical, Accounting, and General Office

Series: Public Information

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## **CLASS TITLE: DIGITAL MEDIA SPECIALIST – PUBLIC SAFETY**

### **CHARACTERISTICS OF THE CLASS**

Under direction, the class develops, implements, and promotes a digital communication strategy to support either the Chicago Police Department's or the Chicago Fire 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 or fire 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/crime prevention or fire/fire prevention and other departmental initiatives to the community
- Researches and responds to complex media inquiries on a variety of public safety matters
- Coordinates production of weekly video series promoting police or fire 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

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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  
August, 2024