



Code: 0729
Family: Public Relations and Creative Arts
Service: Administrative
Group: Clerical, Accounting, and General Office
Series: Public Information

CLASS TITLE: INFORMATION COORDINATOR

CHARACTERISTICS OF THE CLASS

Under direction, develops and implements communication and public information programs, or outreach initiatives for a City department, and performs related duties as required

ESSENTIAL DUTIES

- Develops, coordinates, and evaluates communication and public information campaigns to market department programs, events and services, or outreach initiatives
- Drafts and edits informational materials (e.g., press releases, public service announcements, brochures) for the general public, media or specialized groups
- Develops and reviews department web-based communication materials for online display
- Works closely with media outlets to coordinate and promote departmental initiatives
- Monitors the design and production of graphic arts displays, dvds/videos and presentations
- Schedules interviews, news conferences and radio and television appearances for department management
- Maintains communication and advertisement budgets
- Responds to freedom of information requests and inquiries from the public and media regarding department programs and services
- Develops and coordinates outreach efforts to promote department programs and services to targeted audiences and neighborhoods
- Networks with community organizations, academic institutions, and private companies to build collaborative relationships in promoting department programs
- Conducts assessment of community needs, interests, and trends to identify new or modified programming activities
- Evaluates the effectiveness of outreach programs and engagement activities
- Utilizes blogs and social media platforms (e.g., Facebook, Twitter, etc.) to communicate department programs, events and services, or outreach initiatives
- Plans and directs special events (e.g., award presentations and dedication ceremonies)
- Works closely with the Mayor's Press Secretary Office in order to draft departmental correspondence and to coordinate and promote programs and initiatives
- Prepares narrative and activity reports of communication, public information, and outreach activities
- Represents the department at community meetings and events, 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, Business Administration, Public Administration, Humanities or a directly related field, plus four years of experience in the development and implementation of public information or outreach 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)
- 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

Considerable knowledge of:

- *principles and practices of public relations and communications
- *methods and techniques of public speaking
- department programs, organizations, and resources
- *developing public information, communication and media campaigns
- local media outlets and news organizations
- *public relations and community outreach principles, practices, and techniques

Some knowledge of:

- *program planning, development, coordination, and evaluation
- *producing written and on-line communication materials

Knowledge of applicable City and department policies, procedures, rules, and regulations

Skills

- *ACTIVE LISTENING - Give full attention to what other people are saying, take time to understand the points being made, ask questions as appropriate, and not interrupt at inappropriate times
- *ACTIVE LEARNING - Understand the implications of new information for both current and future problem-solving and decision-making

- *CRITICAL THINKING - Use logic and reasoning to identify the strengths and weaknesses of alternative solutions, conclusions, or approaches to problems
- *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
- REACH CONCLUSIONS – Combine pieces of information to form general rules or conclusions (includes 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
- 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

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
May, 2017
February, 2022