

## OFFICE OF THE COOK COUNTY CLERK

### Human Resources

118 N. Clark Street, Room 230  
Chicago, Illinois 60602  
(312) 603-5656



### STANDARD JOB DESCRIPTION

#### Director of Communications

**Job Code:** 7804

**Job Title:** Director of Communications

**Salary Grade:** 23

**Position I.D. No.:** 0066080

**Status:** Shakman Exempt

**Division:** Communications

#### Job Summary

The Director of Communications is responsible for developing effective messaging and communication strategies. They must create or oversee the creation of internal and external promotional and informative materials. This includes working with all forms of media, including press releases and digital campaigns, print materials, social media, audio, video and more. Additionally, the Director of Communication must well-versed in pitching stories and have an existing network of local and national media contacts. The Director of Communications will support all communications activities and events that relate to CCCO's position on legislative, regulatory and other policy issues. The Director of Communications reports to the Deputy Clerk of Communications.

This role works directly with the Clerk and the Chief Deputy Clerk consistently to ensure that messaging is aligned with the agenda of the Administration. The Director of Communication may be required to provide statements to various news outlets including print and broadcast, as a surrogate for the Clerk.

This position will have access to confidential and sensitive information as a part of crisis/issue management and will participate in "Confidential" meetings, communications and "Policymaking" related items, the position shall be selected by the Clerk of Cook County, or her or his designee.

#### Essential Job Duties

- Define, develop and oversee execution of Public Relations strategy.
- Identify innovative communications strategies to promote and brand the office.
- Responsible for overseeing production of all materials developed by the communications team, including but not limited to: press releases, editorials, letters to the editor, newsletters, social media content, print ads, radio and video scripts, speeches, PowerPoint presentations, reports, brochures and various promotional items such as posters, fact sheets and flyers.
- Arrange press conferences, editorial board meetings and interviews.
- Maintain and expand press contracts
- Coordinate ongoing content management of website in conjunction with webmaster.
- Develop solid understanding of all functions of the Clerk's Office
- Establishes and maintains relationships with members of all local, state, and where appropriate, national news media

### **Minimum Qualifications**

- Bachelor's degree from an accredited college or university.
- Five years of full-time work experience in journalism, media or public relations.

### **Knowledge, Skills and Abilities**

- Demonstrates strong written and verbal communication skills and the ability to perform compelling presentations.
- Shows the ability to effectively engage in social media activities, including video sharing and blogging to promote the Clerk's Office
- Displays excellent leadership and management skills
- Demonstrates exceptional interpersonal skills
- Possess strong organizational abilities and is highly detail oriented
- Exhibits superior critical thinking and analytical skills
- Excellent verbal and written communication skills
- Proven media relations experience
- Proficient in Microsoft Office Suite, PowerPoint, and various social media channels (i.e. Facebook, Twitter, Instagram, YouTube, Snapchat, etc.)
- Experience developing content-based marketing campaigns including email and social media campaigns, paid media and webinars.
- Flexible schedule may be required at peak times
- Crisis management
- Speech writing and narrative development

### **Physical Requirement**

- Ability to stand, sit, and kneel for long periods of time
- Use of hands and arms is necessary to reach or use various tools or objects
- Use of standard office equipment
- Ability to lift 30 pounds