

City and County of San Francisco



Department of Human Resources

Edwin Lee  
Mayor

Micki Callahan  
Human Resources Director

**NOTICE OF FINAL ACTION TAKEN BY THE  
HUMAN RESOURCES DIRECTOR**

Date: March 2, 2017

Re: **Notice of Proposed Classification Actions – Final Notice No. 33 FY 16/17 (copy attached).**

In the absence of requests to meet addressed to the Human Resources Director, the classification actions contained in the above referenced notice became effective March 2, 2017.

Micki Callahan  
Human Resources Director

by: \_\_\_\_\_

A handwritten signature in black ink, appearing to be "Steve Ponder", written over a horizontal line.

Steve Ponder  
Classification and Compensation Director  
Human Resources

cc: All Employee Organizations  
All Departmental Personnel Officers  
DHR – Class and Comp Unit  
DHR – Client Services Unit  
DHR – Employee Relations Unit  
DHR – Recruitment and Assessment Unit  
DHR – Client Services Operations  
Micki Callahan, DHR  
Michael Brown, CSC  
Sandra Eng, CSC  
Christopher Colandene, SFERS  
Theresa Kao, Controller/ Budget Division  
E-File

**NOTICE OF PROPOSED CLASSIFICATION ACTIONS BY  
THE HUMAN RESOURCES DIRECTOR**

The following actions are being posted in accordance with Civil Service Rule 109. In the absence of a protest addressed to the Human Resources Director, the proposed changes will become final seven (7) calendar days from the posting date.

**Posting No:** 33  
**Fiscal Year:** 2016/2017  
**Posted Date:** 02/22/2017  
**Reposted Date:** N/A

**ESTABLISH THE FOLLOWING JOB SPECIFICATION(S):**  
**(Job specification(s) attached.)**

Item #	Job Code	Title	Salary
1	9252	Communications Specialist	\$86,216 – \$104,806

**Protests on an item should be addressed to the Human Resources Director** and can be submitted by mail to the City and County of San Francisco, Department of Human Resources, 1 South Van Ness Ave, 4th Floor, San Francisco, CA 94103 or by email to [DHR.ClassificationActionPostings@sfgov.org](mailto:DHR.ClassificationActionPostings@sfgov.org). All protests must be received in writing no later than close of business seven (7) calendar days from the posting date, and must include the posting and item number(s), the basis on which the protest is submitted and identify the affected parties.

**For additional information regarding this proposed classification action**, please contact Stephen Fu, Management Assistant, at (415) 701-5680 or by email at [Stephen.Fu@sfgov.org](mailto:Stephen.Fu@sfgov.org).

Copies of this notice may be obtained from the Department of Human Resources or from the website at: <http://sfdhr.org/index.aspx?page=109>. Copies of Civil Service Rule 109 may be obtained from the Department of Human Resources, the office of the Civil Service Commission at 25 Van Ness Ave, Suite 720, San Francisco, CA 94102 or from the website at: <http://www.sfgov3.org/index.aspx?page=328>.

cc: All Employee Organizations  
All Departmental Personnel Officers  
DHR – Class and Comp Unit  
DHR – Client Services Unit  
DHR – Employee Relations Unit  
DHR – Recruitment and Assessment Unit  
DHR – Client Services Support Services  
Micki Callahan, DHR  
Michael Brown, CSC  
Sandra Eng, CSC  
Maria Newport, SFERS  
Devin Macaulay, Controller/ Budget Division  
Theresa Kao, Controller/ Budget Division  
E-File

**CITY AND COUNTY OF SAN FRANCISCO  
DEPARTMENT OF HUMAN RESOURCES**

**Title: Communications Specialist  
Job Code: 9252**

**DEFINITION**

Under general direction, this class is responsible for the planning, implementation and coordination of a departmental communication program. The Communication Program includes creating, updating, editing, and publishing content and messaging for all channels (i.e. print, electronic, social media, web, mobile, broadcast, etc.) and audiences (i.e. internal and external), creating broad public awareness, and understanding and effectively communicating the Department's policies and programs.

**DISTINGUISHING FEATURES**

Positions in this class serve as assistants to directors by providing professional, analytical and technical support in the development of a comprehensive public, community, and stakeholder relations program for a Department. Incumbents in this class research and make recommendations on issues related to the Department, public relations, and community; develop outreach materials; organize and coordinate events; prepare drafts and designs of news releases, articles and reports for the Department in print and/or electronic forms; maintain information content to ensure timeliness, accuracy, and integrity as well as uniformity in the overall audio/visual presentation of the Department's website. May manage the daily operations of sections within Communications, including budgeting and maintenance of records. May supervise subordinate staff.

**SUPERVISION EXERCISED**

Positions in this class manage projects assigned by a director. Incumbents provide oversight and direction to professional, technical and/or clerical staff members assigned to project teams.

**EXAMPLES OF IMPORTANT AND ESSENTIAL DUTIES**

*According to Civil Service Commission Rule 109, the duties specified below are representative of the range of duties assigned to this job code/class and are not intended to be an inclusive list.*

1. Manages and administers all Department websites and mobile applications, including all creative, technical, and content-related issues regarding the site, to ensure they are accurate, timely, functioning, and fresh.
2. Manages and administers related contracts to ensure they are in compliance with City contracting procedures and requirements.
3. Creates and develops informative, user-friendly, customer-focused, and visually compelling content across all distribution channels (i.e. websites, social media, mobile-applications, broadcast, video, photography, and print marketing collateral) for internal and external communications.
4. Develops public relations and digital marketing programs that support the Department's brand strategy objectives, engage the public, and identify innovative methods to bring targeted messages to market.

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5. Researches and analyzes industry practices and procedures, pertinent legislation, and issues dealing with the community; prepares proposals for improvements related to community interests and issues.
6. Maintains and monitors consistency in creative direction and content of the Department's website; works with technical support staff to ensure functionality of the site; prepares management and administrative reports relating to trends, site usage, improvements; assists in policy development and long-range planning and development and implementation of projects for the website.
7. Serves as liaison between Department staff and community groups, providing accurate public, stakeholder, and community information; manages crises communications; represents directors in their absence at various community, organizational, and governmental meetings; and manages daily office operation as required.
8. Contributes to the development and implementation of project strategy and work plans for future expansion of all communication channels by managing promotional activities including, but not limited to the message copy and on-going implementation of communications campaigns, customer service messaging, and department services campaigns; monitors communication campaigns for effectiveness and information on projects and special events with the goal of developing and maintaining positive community relations; and works with departmental programs and sections to coordinate informational activities.
9. Creates, proofs, and edits content including: writing stories and articles, creating and editing digital images and video, managing the digital asset library, and creating and managing the master content calendar for all sites; prepares and issues press releases and articles concerning the Department's role in the community, current issues and relevant legislation through various mediums; maintains consistency in the website and print material design; responds to complaints or requests for information; ensures that all content is in compliance with federal, state, and local laws and regulations.
10. Develops and coordinates a system for communication with website end-users to ensure site interactivity reflects the Department's commitment to customer service; provides assistance, direction and support to social media messaging; conducts website and mobile applications analytics to identify trends for potential design improvements; maintains the security of the website; updates dynamic and static content; and ensures hyperlinks are refreshed and updated.
11. Provides assistance, direction, and support to the communications program as directed." as requested.

**KNOWLEDGES, SKILLS, AND ABILITIES**

Knowledge of: public process, local/regional government issues, public sector business and administrative practices; federal, state, and local regulation and policies; standard web-based technologies (i.e.. internet security, firewall systems, content management systems, and digital transactional services), server administration, network operating systems and platforms; intranet applications and functionalities, internal communication tools the relationship between stakeholder strategy and information systems; strengths and limitations of current web-based

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technologies; and principles and techniques of planning and implementing websites.

Ability and Skill to: effectively communicate in public forums and mass media, both orally and in writing; perform analytical research and preparing clear, concise stories, articles, press releases, reports, etc., including technical information for website; present information effectively to the news media, customers, community partners, Department staff, the Mayor's Office, and other City Departments; represent the Department before groups and organizations; resolving customer/end-user complaints; work with the public, governmental agencies, and community organizations in tactful, diplomatic manner; prioritize and manage projects to achieve established goals; effectively solve problems with concept and implementation of website designs.

**MINIMUM QUALIFICATIONS**

*These minimum qualifications establish the education, training, experience, special skills and/or license(s) which are required for employment in the classification. Please note, additional qualifications (i.e., special conditions) may apply to a particular position and will be stated on the exam/job announcement.*

Education:

Possession of a Bachelor's Degree from an accredited college or university in Journalism, Communications, Public Administration, Business, or a related field.

Experience:

Five (5) years of professional experience leading the major functions of a public affairs, public information, or public relations unit; AND  
One (1) year of professional experience in social media, digital engagement or web content management.

License and Certification:

Substitution:

Additional experience as described above may be substituted for the required degree on a year-for-year basis (up to a maximum of two (2) years). Thirty (30) semester units or forty-five (45) quarter units equal one (1) year.

**SUPPLEMENTAL INFORMATION**

Incumbents in this class must work on on-call assignments, which involve around-the-clock, weekend and holiday work. Due to the nature of this work, mandatory overtime is required.

**PROMOTIVE LINES**

**ORIGINATION DATE:** 03/02/17

**CITY AND COUNTY OF SAN FRANCISCO  
DEPARTMENT OF HUMAN RESOURCES**

**Title: Communications Specialist  
Job Code: 9252**

**AMENDED DATE:**

**REASON FOR AMENDMENT**

*To accurately reflect the current tasks, knowledge, skills & abilities,  
and minimum qualifications.*

**BUSINESS UNIT(S):**

COMMN SFMTA SFCCD SFUSD