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: 3
Fiscal Year: 2012/2013
Posted Date: 08/07/2012
Reposted Date: N/A

RETITLE AND AMEND THE FOLLOWING JOB CODE(S):
(Job specification(s) attached)

<table>
<thead>
<tr>
<th>Item #</th>
<th>Job Code</th>
<th>Title</th>
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<tbody>
<tr>
<td>1</td>
<td>9254</td>
<td>Airport Communications Officer</td>
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</table>

For additional information regarding this proposed classification action, please contact Christina Penland, Senior Classification and Compensation Analyst, at (415) 557-4848 or by email at Christina.Penland@sfgov.org.

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. 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 effected parties.


cc:  All Employee Organizations  
     All Departmental Personnel Officers  
     DHR – Employee Relations Unit  
     DHR – Class and Comp Unit  
     DHR – Recruitment and Assessment Unit  
     DHR – Support Services  
     Anita Sanchez, CSC  
     Linda Cosico, DHR  
     Maria Newport, SFERS  
     E-File
INTRODUCTION

Under general direction, positions in this class are responsible for the planning, implementation and coordination of the San Francisco International Airport’s Public Affairs Communication Program. The Communication Program includes creating, updating, editing, and publishing content and messaging for all channels (i.e. print, electronic, web, mobile, broadcast, etc.) and audiences (i.e. internal and external), to accomplish creating broad public awareness, and understanding and effectively communicating support for the Airport’s policies and programs, including establishing communication strategies through various mediums (i.e., electronic and/or print media).

DISTINGUISHING FEATURES

Positions in this class serve as assistants to the Associate Deputy Airport Director or other high-level managers in the Public Affairs office Communications and Marketing by providing professional, analytical and technical support in the development of a comprehensive public, community, and corporate relations program for the Airport. Incumbents in this class research and make recommendations on issues related to the Airport, tenants, public relations, and community; organize and coordinate special events; prepare drafts and designs of news releases, articles and reports for the Airport 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 Airport website. May manage the daily operations of sections within the Public Affairs’ Office Communications and Marketing, including budgeting, maintenance of records. May supervise subordinate staff.

SUPERVISION EXERCISED

Positions in this class manage projects assigned by the Associate Deputy Airport Director of Public Affairs Communications and Marketing. Incumbents provide oversight and direction to professional, technical and/or clerical staff members assigned to project teams.

MAJOR, 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 the day-to-day operation of the Airport’s websites, including all creative, technical, and content-related issues regarding the site.

2. Manages and administers all Airport websites, mobile applications and related contracts to ensure they are accurate, timely, functioning, fresh, and 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, mobile-applications, broadcast) for internal and external communications.
CITY AND COUNTY OF SAN FRANCISCO  
DEPARTMENT OF HUMAN RESOURCES

Title: Assistant To The Director, Public Affairs Airport Communications Officer  
Job Code: 9254

2.4. Researches and analyzes airport and airline industry practices and procedures, pertinent legislation, and issues dealing with the community and passenger service; prepares proposals for improvements related to community interests and issues.

3.5. Maintains and monitors consistency in creative direction and content of the Airport’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 Airport website.

4.6. Monitors and coordinates section budgets; assists with the management and administration of Public Affairs Communications related contracts, including ensuring that Airport Commission, Human Rights Commission, Civil Service Commission, and consultant documentation, such as invoices, contracts, are in compliance with City Contract procedures and requirements; ensures that contractors meet project deadlines and that the contracted for deliverables are received and meet the satisfaction of Airport staff prior to publication; service delivery specifications or commitment; manages Public Affairs Communications consultants and informational service contracts.

5.7. Serves as liaison between Airport staff, Airport tenants, and community groups, legislative bodies and the media—providing accurate public, corporate, and community information; manages crises communications; represents the Director of Community Affairs in his/her absence at various community, organizational, governmental meetings; and manages daily office operation as required.

6.8. 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, tenant promotions, customer service kiosk messaging, and Airport services campaigns; monitors Airport information on projects and special events with the goal of developing and maintaining positive community relations; works with Airport sections to coordinate informational activities, especially those concerned with noise monitoring and abatement, new runway configuration, and construction projects in relation to the Master Plan Information Program; designs and implements promotion activities on the website; manages and schedules Airport’s Tour Program; and oversees VIP movements.

7.9. Creates, proofs, and edits Communication’s 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 Airport’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 Airport’s commitment to customer service; provides assistance, direction and support to social media messaging; conducts website and mobile applications
Title: Assistant To The Director, Public Affairs
Airport Communications Officer
Job Code: 9254

analytics and user-interface analysis to identify trends in site traffic for potential design improvements; maintains the security of the website; updates dynamic and static content; and ensures hyperlinks are refreshed and updated.

11. Manages the day-to-day operation of the Airport's information kiosks, including all creative, technical and content-related issues.

12. Provides assistance, direction, and support to social media messaging as requested.

8, 13. Performing related duties as required.

IMPORTANT AND ESSENTIAL KNOWLEDGES, SKILLS, AND ABILITIES

Knowledge of: air and surface transportation concepts, land use planning, public process, local/regional government and environmental issues, public sector business and administrative practices; federal funding and regulation; basic standard web-based technologies (i.e., internet security, and firewall systems, and content management systems), server administration, network operating systems and platforms; the relationship between corporate strategy and information systems; strengths and limitations of current web-based technologies; principles and techniques of planning and implementing a community relations program websites; policies, procedures and operation of the Airport, including noise abatement practices and laws.

Skill in: oral communication in public forums and mass media; performing analytical research and preparing clear, concise stories, articles, press releases, reports, etc., including technical information for website; presenting information effectively to the news media; representing the Airport before groups and organizations; resolving customer/end-user complaints.

Ability to: work with the public, airline industry, 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 of Arts or Science Degree from an accredited college or university in Journalism, Communications, Public Administration, Business, or a related field from an accredited college or university.

Experience:

1. Four (4) years of progressively responsible experience in Communications.
CITY AND COUNTY OF SAN FRANCISCO
DEPARTMENT OF HUMAN RESOURCES

Title: Assistant To The Director, Public Affairs Airport Communications Officer
Job Code: 9254

Public/Government Affairs, and/or Community/Corporate Relations or a related field which involves primary duties in editing, creating and planning communications content (i.e. articles, newsletters, press releases, rich media), public speaking, media contact AND writing or editing articles, newsletters and/or press releases and/or community contact/liaison.

2. One (1) year of experience managing the content of a Public/Government or Community/Corporate website using a content management system.

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.

LICENSE AND CERTIFICATION
Possession of a valid driver's license. None.

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
No promotive lines.

ORIGINATION DATE: 6/19/89
AMENDED DATE: 7/18/00
REASON FOR AMENDMENT To accurately reflect the current tasks, knowledge, skills and abilities defined in the most recent job analysis conducted for this job code.

BUSINESS UNIT(S): COMMN SFCCD-SFUSD