

**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: 17
Fiscal Year: 2013/2014
Posted Date: 1/15/14
Reposted Date: N/A

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

Item #	Job Code	Title
1	1314	Public Relations Officer

For additional information regarding this proposed classification action, please contact Cathy Abela, Senior Classification and Compensation Analyst, at (415) 557-4926 or by email at Cathy.Abela@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.

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
Jennifer Johnston, CSC
Sandra Eng, CSC
Linda Cosico, DHR
Maria Newport, SFERS
Risa Sandler, Controller/Budget Division
Devin Macaulay, Controller/ Budget Division
Theresa Kao, Controller/ Budget Division
Chris Trenchel, Controller/ Budget Division
E-File

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

**Title: Public Relations Officer
Job Code: 1314**

INTRODUCTION

Under general direction, develops, organizes, directs and evaluates a comprehensive program to inform the public of the activities and objectives of a city department; requires responsibility for overseeing the development and administration of public relations programs, campaigns and websites; consults with and advises top management on the public relations implications of the department's activities; and performs related duties as required.

Requires responsibility for: developing, carrying out and interpreting policy, methods and procedures relating to the conduct of a complete public relations program; making continuing personal contacts with, staff members, department heads, representatives of newspapers, radio, television, other mass communications and specialized media and trade groups for the purpose of establishing and maintaining an effective public relations program including multilingual and multicultural programs and performs related duties as required.

DISTINGUISHING FEATURES

A Public Relations Officer is distinguished from a Public Information Officer by the scope and purpose of the public relations program and the extent of responsibility delegated to him or her. An employee in this class is primarily concerned with promoting the product or service offered by the activity they represent, rather than only disseminating information. A Public Relations Officer is delegated full responsibility for all aspects of the public relations activities of a department. The programs they are responsible for affect a large segment of the general public (e.g., utility users) or a specialized group who directly benefit from the services provided.

SUPERVISION EXERCISED

May supervise staff in the preparation of public relations and marketing programs and projects.

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. Analyzes the extent of public understanding and acceptance of the department's programs and activities through market research and develops, prepares and implements marketing and promotional programs to increase the use of department services through a variety of advertising and promotional strategies..
2. Keeps the staff, management, public, prospective users of services, interested organizations and trade groups informed of the department activities by conducting staff meetings, contacting individuals and groups and issuing information to the press, radio, television, magazines, trade publications, social media and other communication media; responds to questions and requests from these various sources.
3. May supervise, plan, assign and evaluate subordinate staff in the preparation of public relations

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and marketing programs and projects.

4. Addresses civic organizations, neighborhood associations, trade groups and other organization to explain the activities and services of the department. Organizes and convenes community meetings and focus groups.

5. Meets with management individually and at staff meetings to advise of public relations implications on proposed actions.

6.. Investigates complaints directed at the department's operation; recommends corrective action to preclude further adverse action or opinion; may prepare replies to such complaints.

7. Organizes tours and orientation sessions for the media, visiting dignitaries, trade representatives and the general public.

8. Prepares or assists in the preparation of periodic reports; maintains a current file of publicity and work-related information, media contacts and other records essential to an effective public relations program.

IMPORTANT AND ESSENTIAL KNOWLEDGES, SKILLS, AND ABILITIES

Knowledge of: methods and procedures used for developing , organizing, overseeing and evaluating public information, educational marketing and promotional activities and programs of the department.

Requires skill to demonstrate, resourcefulness and judgment in the analysis and solution of difficult and technical public relations problems; navigate through specialized software applications or computer programs in order to obtain and enter information and develop websites.

Requires ability to: Get along well with others: speak effectively in public; prepare complete, accurate. concise public relations data; and select the proper medium for the most effective news coverage.

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.

~~Requires graduation~~Possession of a baccalaureate degree from an accredited four-year college or university with major coursework-a-degree in public relations, journalism, mass communications or a closely related field; AND

~~Requires at least Four (4) years' of verifiable full time public relations professional~~ experience in editorial, newspaper, magazine, radio, television, public relations or advertising.; This experience must be equivalent to job code 1312 Public Information Officer for the City and County of San Francisco and must includeing at least one (1) year's of experience in planning and conducting a public relations, public information, or public education program.; ~~or an equivalent combination of training and~~

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experience.

LICENSE AND CERTIFICATION

PROMOTIVE LINES

From: 1312 Public Information Officer

ORIGINATION DATE: July 15 1974

AMENDED DATE: December 20, 2013

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 SFMTA SFUSD