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: 32
Fiscal Year: 2014/2015
Posted Date: 01/14/2015
Reposted Date: N/A

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

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<th>Item #</th>
<th>Job Code</th>
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<td>1312</td>
<td>Public Information Officer</td>
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<tr>
<td>2</td>
<td>1314</td>
<td>Public Relations Officer</td>
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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 affected parties.

For additional information regarding this proposed classification action, please contact Megan Siems, Senior Classification and Compensation Analyst, at (415) 557-4898 or by email at Megan.Siems@sfgov.org.


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
    Sandra Eng, CSC
    Linda Cosico, DHR
    Maria Newport, SFERS
    Risa Sandler, Controller/Budget Division
    Devin Macaulay, Controller/ Budget Division
    Theresa Kao, Controller/ Budget Division
    Drew Murrell, Controller/ Budget Division
    Alex Koskinen, Controller/ Budget Division
    E-File
Title: Public Information Officer  
Job Code: 1312

INTRODUCTION

Under direction, administers a public information program for a large department to educate the general public in the uses and availability of department's facilities and activities; prepares administrative and research studies as a basis for formulation of public information policy and makes recommendations thereon; attends meetings and conferences; may supervise the design and production of publicity for departmental activities; and performs related duties as required.

Requires responsibility for: Carrying out, interpreting and coordinating existing policy, methods and procedures relating to publicizing of the department's facilities and in assisting in originating and developing them; making regular contacts with the general public, outside organizations and representatives for the purpose of furnishing or obtaining information or explaining policy and procedures relative to facilities and activities available for public use; accumulating, assembling and preparing data or information for important reports.

DISTINGUISHING FEATURES

SUPERVISION EXERCISED

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. Arranges publicity releases and newspaper coverage of department's events, programs and activities with the daily press, television stations and the department's photographer; prepares weekly chronological lists of departmental activities and transmits to all publicity outlets; supervises the preparation of regular and special departmental publications.

2. Supervises the review of newspapers and maintains a file of press clippings regarding department's activities; prepares departmental directories and maintains publicity mailing lists and other specialized mailing lists.

3. Prepares administrative studies and reports with supporting data for the department head or for the Commission, as directed, and does considerable historical research in connection with preparation of reports on activities and events in answering of many inquiries; edits publicity material submitted by departmental staff members; assists in the preparation of the annual report.

4. Attends meetings of the Commission, Executive Staff and conferences with professional societies; reports to the department head regarding the discussions involved at each meeting or conference.

5. Formulates and develops a program of public information and education on the use of the
department's facilities by selecting, preparing and distributing publicity releases through all available media; arranges information news releases and performs liaison duties in securing speakers to promote departmental programs and projects, such as a bond issue ballot measure.

6. Consults with the department head, division chiefs, auxiliary organizations and others regarding immediate and long-range publicity and public information plans and public service programs; may serve as a member of an Administrative Council composed of chiefs of I major divisions which advises the appointing officer in the formulation and implementation of policy and programs.

7. May supervise the design and production of art work for exhibits, special events, programs, posters, brochures, and signs; maintains overall design control in the initiation and development of projects.

IMPORTANT AND ESSENTIAL KNOWLEDGES, SKILLS, AND ABILITIES

Requires considerable knowledge of: Activities and programs of department served; principles and techniques used in the conduct of an effective public information and publicity program for a large department or agency.

Requires some creative ability, skill, resourcefulness and discrimination judgment in the analyses of public information problems and selection of the proper medium for the most effective coverage of functions and activities of the department; deal courteously, effectively and tactfully with others; write effectively for publication; speak effectively in public; prepare complete, accurate, concise public relations data and materials.

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:

Requires possession completion of a baccalaureate four-year degree from an accredited college or university with a baccalaureate degree, preferably with major course work in public relations, journalism, English, mass communications, public administration, public policy or a related field.

Experience:

Requires at least three Two (2) years of professional experience in public affairs, public information, editorial, newspaper, magazine, radio, television, public relations publicity work, social media, digital engagement, advertising or similar work involving collection and dissemination of news and information wherein the preparation or direction of informational material for mass media on the development of public information program was a major part of the position; or an equivalent combination of training and experience.

License and Certification:
CITY AND COUNTY OF SAN FRANCISCO
DEPARTMENT OF HUMAN RESOURCES

Title: Public Information Officer
Job Code: 1312

Substitution:

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

2) Possession of a Master’s degree from an accredited college or university in public relations, journalism, mass communications or a closely related field may substitute for one (1) year of the required experience.

SUPPLEMENTAL INFORMATION

Nature of Work: Some positions may be subject to adverse weather conditions, walking long distances, and driving a vehicle to project sites and meetings. May require work on nights, weekends and/or holidays.

PROMOTIVE LINES

To: 13142 Public Relations Officer
From: 13120 Public Relations Assistant/Publicity Representative (deYoung Museum)

ORIGINATION DATE: 10/28/1968
AMENDED DATE: 01/xx/2015
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, SFMTA, SFCCD, SFUSD
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 1314 Public Relations Officer is distinguished from a 1312 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.
Title: Public Relations Officer  
Job Code: 1314

3. May supervise, plan, assign and evaluate subordinate staff in the preparation of public relations 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.*

**Education:**

Possession of a baccalaureate degree from an accredited college or university with major coursework in public relations, journalism, English, mass communications, public administration, public policy or a closely related field.
Title: Public Relations Officer  
Job Code: 1314

Experience:

Four (4) years of verifiable full time professional experience in editorial, newspaper, magazine, radio, television, public relations, social media, digital engagement, or advertising. This experience must be equivalent to job code 1312 Public Information Officer for the City and County of San Francisco and must include at least one (1) year of experience in planning and conducting a public relations, public information, or public education program.

License and Certification:

Substitution:

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

2) Possession of a Master’s degree from an accredited college or university in public relations, journalism, mass communications or a closely related field may substitute for up to one (1) year of the required experience.

SUPPLEMENTAL INFORMATION

PROMOTIVE LINES

From: 1312 Public Information Officer

ORIGINATION DATE: 7/15/1974

AMENDED DATE: 12/20/2013; 1/24/2014; 01/xx/2015

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, SFMTA, SFCCD, SFUSD