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: 35
Fiscal Year: 2014/2015
Posted Date: 01/20/2015
Reposted Date: N/A

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

<table>
<thead>
<tr>
<th>Item #</th>
<th>Job Code</th>
<th>Title</th>
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<tr>
<td>1</td>
<td>1310</td>
<td>Public Relations Assistant</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
    Michael Brown, 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
    Drew Murrell, Controller/Budget Division
    Alex Koskinen, Controller/Budget Division
    E-File
Title: Public Relations Assistant  
Job Code: 1310

INTRODUCTION

Under general supervision, the Public Relations Assistant prepares and distributes public information materials through press releases, memoranda, speeches, schedules, surveys and reports for a City department; assembles material for files; assists in the preparation of public information and publicity reports.

DISTINGUISHING FEATURES

Class 1310 Public Relations Assistant is the entry-level class of the series performing public relations and/or public information functions related to a department. This class is distinguished from Class 1312 Public Information Officer in that the latter is the journey level of the series that performs duties of a difficult nature related to the administration of a public information program for a City department.

SUPERVISION EXERCISED

None

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. Assists in preparing and distributing public relations materials or publicity releases from rough drafts or from directions of supervisor (e.g., press releases, media advisories, etc.).

2. Prepares and maintains accurate and up-to-date departmental publicity mailing lists; mails pamphlets, booklets and other material to interested parties.

3. Assists in preparing annual reports, pamphlets and other reports related to departmental public relations and community activities by compiling, gathering and proofreading data.

4. Gathers, categorizes and organizes media advisories; maintains files of newspaper, radio, television and internet research of interest to the public relations department.

5. Assists in arranging for and taking part in special activities such as workshops, retirement ceremonies, contests, conferences, etc.

6. Makes regular contacts with the general public, other departments and outside organizations to arrange/conduct department tours, and to furnish and obtain a large variety of public information.

7. Answers telephones and e-mails; responds to the general public and refers questions or problems regarding media advisories or publicity releases to departments or agencies.

8. Maintains computer files, databases and lists of relevant groups (e.g. media) and generates
CITY AND COUNTY OF SAN FRANCISCO  
DEPARTMENT OF HUMAN RESOURCES

Title: Public Relations Assistant  
Job Code: 1310

- Conduct on-line research regarding department media and publicity activities, as directed.
- Tracks and monitors contract invoices and other section costs.
- Performs related duties as assigned

IMPORTANT AND ESSENTIAL KNOWLEDGES, SKILLS, AND ABILITIES

Knowledge of: Procedures used in preparing and distributing publicity and public information material.

Ability to: Communicate clearly and effectively both orally and in writing, with the public, other personnel and agencies; deal courteously, effectively and tactfully with the general public and outside organizations and groups.

Skill to: Use office automation and software applications to facilitate public relations activities. This includes word processing, assisting with on-line research and maintaining databases.

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 of a baccalaureate degree from an accredited college or university with major course work in public relations, journalism, English, mass communications, public administration, public policy or a related field.

Experience:

One (1) year of experience performing duties in an agency or office that plans and conducts public relations programs, publicity and public information.

License and Certification:

Substitution:

Professional experience in public affairs, public information, editorial, newspaper, magazine, radio, television, public relations, social media, digital engagement, advertising or similar work involving collection and dissemination of news and information 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.
Title: Public Relations Assistant
Job Code: 1310

SUPPLEMENTAL INFORMATION

PROMOTIVE LINES
To: 1312 Public Information Officer

ORIGINATION DATE: 1/12/1961


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