

**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: 56
Fiscal Year: 2016/2017
Posted Date: 06/30/2017
Reposted Date: N/A

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

Item #	Job Code	Former Title	New Title
1	9376	Market Research Specialist	Marine Operations Specialist

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 Stephen Fu, Management Assistant, at (415) 701-5680 or by email at 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 Operations
Micki Callahan, DHR
Michael Brown, CSC
Sandra Eng, CSC
Christopher Colandene, SFERS
Theresa Kao, Controller/ Budget Division
E-File

CITY AND COUNTY OF SAN FRANCISCO
DEPARTMENT OF HUMAN RESOURCES

Title: ~~Market Research~~ Marine Operations Specialist
Job Code: 9376

INTRODUCTION

Under general direction, ~~researches and analyzes maritime industry data~~ oversees maritime operations related to cargo and cruise shipping, commercial fishing, ship repair, ferries, harbor services, excursion boats, and industrial real estate in order to support the long-term maritime marketing plan for the Port of San Francisco.

DISTINGUISHING FEATURES

SUPERVISION EXERCISED

~~None.~~ Supervises subordinate personnel.

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. Maintains and updates information on maritime industry trends; researches and analyzes competitive data and prepares marketing reports and feasibility studies as required in order to assess current and potential use of Port property, assets and services.~~ Supervises staff responsible for Port marine terminal operations and adherence of Port users to Port tariff and use agreements.
- ~~2. Collects, analyzes and maintains internal and external data on rate structures, trade and passenger statistics, service levels and other information as required to improve the Port's maritime competitive position.~~ Maintains safe operations of Port maritime berths by users, and ensures compliance to federal, state and local laws and regulations.
- ~~3. Meets with and maintains regular contact with both current and prospective maritime customers in order to encourage use of Port maritime facilities~~ receive feedback on Port facilities and processes.
- ~~4. Assists in the development of advertising and promotional materials including organization and maintenance of photo library.~~ Coordinates facility maintenance repairs through regular meetings with port tenants, shipping, excursion, ferry companies and Port maintenance to ensure safe and well maintained facilities.
- ~~5. Assists in planning and organizing special events, vessel ceremonies, etc.; conducts tours of Port facilities and addresses maritime related groups to promote the Port.~~ Establishes effective working relationships with San Francisco Bar Pilots, U.S. Coast Guard, U.S. Customs and Immigration as well as operations personnel from Port tenants.
- ~~6. Prepares information and analysis portions of presentations to Port Directors, managers, commissioners and other groups as necessary, including statistical and graphic information.~~
- ~~7. Assists with analysis and evaluation of bid proposals submitted for development sites.~~

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IMPORTANT AND ESSENTIAL KNOWLEDGES, SKILLS, AND ABILITIES

Knowledge of: The Port industry with specific knowledge of maritime activities such as movement of cargo, passenger shipping trends, operations, excursion and ferry operations, marine operations, and other related activities; ~~principles of marketing, market research and competitive analysis as it applies to maritime industries; knowledge of RFP or bid processes~~ federal, state and local rules and regulations; labor relationships.

Ability and Skill to: Establish and maintain effective working relationships with current and potential customers, vendors, and Port staff; ~~effectively conduct market research, interpret and analyze industry trends, integrate data from a variety of sources, draw conclusions and make recommendations~~ supervise staff who facilitate use of the Port and maritime berths; quote rates and regulations to prospective users from Port tariff; ensure Port facilities are maintained and dredged to industry standards; write reports and recommendations in a clear and concise manner; speak clearly, concisely and effectively to individuals and groups.

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.

Experience:

Requires three **(3)** years of experience in port or maritime operations and/or marketing.

License and Certification:

Possession of a valid California Driver's license and eligibility for coverage by the Port's automobile liability insurance policy.

Substitution:

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.

SUPPLEMENTAL INFORMATION

PROMOTIVE LINES

ORIGINATION DATE: 10/17/77

CITY AND COUNTY OF SAN FRANCISCO
DEPARTMENT OF HUMAN RESOURCES

Title: ~~Market Research~~ Marine Operations Specialist
Job Code: 9376

AMENDED DATE: 10/21/91; 1/22/99; 1/11/17; 07/XX/17

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