

**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: 26
Fiscal Year: 2016/2017
Posted Date: 01/03/2017
Reposted Date: N/A

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

Item #	Job Code	Title
1	9376	Market Research 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 Victor H Vallejo, Clerk, at (415) 557-4894 or by email at Victor.h.Vallejo@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
Devin Macaulay, Controller/ Budget Division
Theresa Kao, Controller/ Budget Division
E-File

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

**Title: Market Research Specialist
Job Code: 9376**

DEFINITION

Under general direction, researches and analyzes maritime industry data 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.*; ~~prepares marketing reports and feasibility studies for staff and other entities as required; assists marketing staff with maritime promotional events and the development of collateral materials; meets with current and prospective Port customers to develop additional maritime business; assists in the preparation and implementation of a maritime marketing program; collects, analyzes and maintains internal and external data on rate structures, trade and passenger statistics, service levels and other information as required; assists in the analysis and evaluation of proposals from maritime customers; and performs other duties as required.~~

DISTINGUISHING FEATURES

This position, reporting to the Director, Maritime Division, is responsible for researching, compiling, analyzing and evaluating industry data related to cargo and cruise shipping, commercial fishing, ship repair, ferries, harbor services, excursion boats, and maritime industrial properties *in order to support the long-term maritime marketing plan for the Port of San Francisco.*

SUPERVISION EXERCISED

None.

EXAMPLES OF 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.
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.
3. Meets with and maintains regular contact with both current and prospective maritime customers in order to encourage use of Port maritime facilities.
4. Assists in the development of advertising and promotional materials including organization and maintenance of photo library.

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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.
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.
8. ~~Performs related duties and responsibilities as assigned.~~

KNOWLEDGE, SKILLS, AND ABILITIES

Knowledge of: Requires a thorough knowledge of the Port industry with specific knowledge of maritime activities such as movement of cargo, passenger shipping trends, excursion and ferry 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.

Ability and Skill to: Requires ability 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; 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:

~~Requires equivalent to~~ Possession of a baccalaureate degree **from an accredited college or university.**

Experience:

Requires three years of experience in port or maritime marketing.

License and Certification:

Possession of a valid California Drivers license and eligibility for coverage by the Port's

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automobile liability insurance policy carrier.

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

AMENDED DATE: 10/21/91; 1/22/99; 12/XX/17

REASON FOR AMENDMENT *To accurately reflect the current tasks, knowledge, skills & abilities, and minimum qualifications.*

BUSINESS UNIT(S): COMMN