

City and County of San Francisco  
Carol Isen  
Human Resources Director



Department of Human Resources  
*Connecting People with Purpose*  
www.sfdhr.org


**NOTICE OF FINAL ACTION TAKEN BY THE  
HUMAN RESOURCES DIRECTOR**

Date: August 24, 2021

Re: **Notice of Proposed Classification Actions – Final Notice No. 2 FY 2021/2022 (copy attached).**

In the absence of requests to meet addressed to the Human Resources Director, the classification actions contained in the above referenced notice became effective August 24, 2021.

Carol Isen  
Human Resources Director

by:   
\_\_\_\_\_  
Steve Ponder  
Classification and Compensation Director  
Human Resources

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  
Carol Isen, DHR  
Sandra Eng, CSC  
Sue Hwang, SFERS  
Theresa Kao, Controller/ Budget Division  
E-File

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

**Title:** Public Relations Assistant  
**Job Code:** 1310

**DEFINITION**

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

**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. Creates drafts of public relations materials or publicity releases; prepares and distributes public relations materials as directed.
2. Prepares and maintains accurate and up-to-date departmental publicity mailing lists; mails pamphlets, booklets and other material to interested parties.
3. Compiles, gathers and proofreads data used in the preparation of annual reports, pamphlets and other reports related to departmental public relations and community activities.
4. Gathers, categorizes and organizes media advisories; maintains files of newspaper, radio, television and internet research of interest to the public relations department.
5. Arranges for and takes 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

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**Title:** Public Relations Assistant

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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 computerized reports.

9. Conduct on-line research regarding department media and publicity activities, as directed.

10. Tracks and monitors contract invoices and other section costs.

**KNOWLEDGE, SKILLS, AND ABILITIES**

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

Ability or Skill 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. Use office automation and soft-ware 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:

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.

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**Title:** Public Relations Assistant  
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**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: 1312 Public Information Officer

**ORIGINATION DATE:** 1/1/1900

**AMENDED DATE:** 1/30/2015; 08/24/2021

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

**BUSINESS UNIT(S):** COMMN, SFMTA, SFCCD, SFUSD

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

**Title:** Public Information Officer  
**Job Code:** 1312

**DEFINITION**

Under direction, administers a public information program for a department to educate the general public in the uses and availability of department's facilities and activities; attends meetings and conferences; may supervise the design and production of publicity for departmental activities; and performs related duties as required. Class 1312 Public Information Officer is the journey-level of the series performing difficult public relations and/or public information functions related to a City department and is primarily concerned with disseminating information.

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.

**DISTINGUISHING FEATURES**

This class is distinguished from Class 1314 Public Relations Officer in that the latter has full responsibility for all aspects of the public relations activities of a department and may supervise staff. Class 1312 is distinguished from Class 1310 Public Relations Assistant in that the latter is the entry-level class working under general supervision.

**SUPERVISION EXERCISED**

May serve as lead worker and coordinate the work of public information, public relations or clerical staff.

**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. Arranges publicity releases of department's events, programs and activities for print, broadcast, and online media; prepares weekly chronological lists of departmental activities and transmits to all publicity outlets; prepares regular and special departmental publications.
2. Coordinates the review of online coverage, ensuring quality control 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

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**Title:** Public Information Officer

**Job Code:** 1312

material submitted by departmental staff members; accumulates, assembles, and prepares data or information for important reports; writes press release.

4. Attends meetings of the commission, executive staff and conferences with professional societies; reports to the department head or division regarding the discussions involved .

5. Formulates, develops, and carries out a program of public information and education on the use of the department's facilities by selecting, preparing and distributing publicity releases for print, broadcast, and online media; arranges community meetings and events, posts social media announcements, and may update departmental websites.

6. Makes regular contacts with the general public, outside organizations and departmental staff for the purpose of furnishing or obtaining information or explaining policy and procedures relative to facilities, activities and programs available for public and internal use.

7. Carries out, interprets and coordinates existing policy, methods and procedures relating to publicizing of the department's facilities, activities and programs, and makes recommendations for the development of new ones.

8. Coordinates the design and ensuring quality control of production of art work for exhibits, special events, programs, posters, brochures, and sign.

**KNOWLEDGE, SKILLS, AND ABILITIES**

Knowledge of: Current emerging communication tools; activities and programs of department served; principles and techniques used in the conduct of an effective public information and publicity program for a department or agency.

Ability or Skill to: Exercise creativity, resourcefulness and 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; organize, plan, schedule, implement and coordinate tasks or events; utilize computer applications and software related to public relations activities.

**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:

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

**Title:** Public Information Officer

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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:

Two (2) years of 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 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.

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 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: 1314 Public Relations Officer

From: 1310 Public Relations Assistant

**ORIGINATION DATE:** 10/28/1968

**AMENDED DATE:** 01/22/15, 08/24/21

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

**BUSINESS UNIT(S):** COMMN, SFMTA, SFCCD, SFUSD

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

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

**DEFINITION**

Under general direction, develops, organizes, directs and evaluates a comprehensive program to inform the public of the activities and objectives of a city department. Class 1314 *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.*

**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.

**SUPERVISION EXERCISED**

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

**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. Develops, carries out and interprets policy, methods and procedures relating to the conduct of a complete public relations program.*
- 2. Oversees the development and administration of public relations programs, campaigns and websites for the purpose of establishing and maintaining an effective public relations program, including multilingual and multicultural programs.*
3. Analyzes the extent of public understanding and acceptance of the department's programs and activities through market research projects; this includes identifying specific demographic groupings for programs and activities, setting objectives, developing a detailed plan and strategy and analyzing results.
4. Develops, prepares and implements marketing and promotional programs to increase support for and the use of department services through a variety of advertising and promotional strategies such as special events, press events and customer incentives.
5. Develops and implements public information and public outreach programs, projects and campaigns to keep 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 via the press, radio, television, magazines, trade publications, social media, podcasts and other communication media; responds to questions and requests from these various sources.



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6. Plans, assigns and evaluates the work of subordinate staff in the preparation of public relations and marketing programs and projects.
7. Addresses civic organizations, neighborhood associations, trade groups and other organizations to explain the activities and services of the department. Organizes and convenes community meetings and focus groups and makes presentations.
8. Utilizes specialized computer software and online platforms to develop and administer websites and social media, and to create and edit videos, photos, and artwork for various publications.
9. Consults with and advises top management on the public relations implications of the department's activities. Meets with management individually and at staff meetings to advise of public relations implications on proposed actions, media strategies, communications and on-going programs and activities.
10. Investigates complaints directed at the department's operation; recommends corrective action to preclude further adverse action or opinion; may prepare replies to such complaints.
11. Organizes tours and orientation sessions for the media, visiting dignitaries, trade representatives and the general public.
12. Prepares periodic reports; writes press releases and advisories, maintains a current file of publicity and work-related information, media contacts and other records essential to an effective public relations program.

**KNOWLEDGE, SKILLS, AND ABILITIES**

Knowledge of: current best practices in communications, marketing and public outreach; methods and procedures used for developing, organizing, overseeing and evaluating public information, educational, marketing and promotional activities and programs of the department.

Ability or Skill to: demonstrate resourcefulness and judgment in the analysis and solution of difficult and technical public relations problems; navigate through specialized software applications, computer programs and online platforms; plan, organize and coordinate programs while efficiently managing resources; evaluate programs and policies; implement best practices when feasible; get along well with others: speak effectively in public; write effectively for publication; prepare complete, accurate, concise public relations data; supervise subordinates performing public relations work; and select the proper medium for the most effective news coverage.

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**Title:** Public Relations Officer

**Job Code:** 1314

**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 or a closely related field.

**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**

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:

From: 1312 Public Information Officer

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

**Title:** Public Relations Officer

**Job Code:** 1314

**ORIGINATION DATE:** 7/15/1974

**AMENDED DATE:** 12/20/2013; 1/24/2014; 1/22/2015; 08/24/2021

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

**BUSINESS UNIT(S):** COMMN, SFMTA, SFCCD, SFUSD