

**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: 17
Fiscal Year: 2023/2024
Posted Date: 09/14/2023
Reposted Date: N/A

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

| Item # | Job Code | Title |
|--------|----------|----------------------------|
| 1 | 1310 | Public Relations Assistant |

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.

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: [Rule 109 Position Classification and Related Rules | Civil Service Commission](#).

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
Erik Rapoport, 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 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.

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

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

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 re- search 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 ad- ministration, 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 re- quired 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

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

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

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

AMENDED DATE: 1/30/2015; 8/24/2021; XX/XX/XX

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

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