

**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: 19
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	9251	Public Relations Manager
2	9252	Communications Specialist
3	9254	Airport Communications Officer

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 Manager
Job Code: 9251**

DEFINITION

Under general direction, serves as the public/diplomatic relations manager of a City department. Positions in this class work with senior management to develop and coordinate the overall public relations/diplomatic program for the department. ~~Incumbents in this class may represent the department before the media and various agencies, including Board of Supervisors, community groups, non-profit agencies, and delegates from other cities and countries. May also serve as a board member for various campaigns and be responsible for communication functions as the spokesperson and/or coordinator of public, diplomatic and special events.~~

DISTINGUISHING FEATURES

This class is distinguished from class 1314 Public Relations Officer by its higher responsibility for public and diplomatic relations, greater independence, and its responsibility for representing the Department and speaking on behalf of the department head before public entities. ~~Incumbents may negotiate and make commitments on behalf of the department head with a variety of partners and organizations. Incumbents independently develop, coordinate and implement public events and special projects. Positions in this class may supervise public relations staff, including Public Relations Officer(s).~~

SUPERVISION EXERCISED

This class may serve as a unit manager and may supervise professional, technical, and/or administrative 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. Works closely with the department head, Commissioners and senior management to develop and execute effective communications strategy for special projects, internal and external public.
2. Independently plans, organizes, supervises, coordinates and creates events relating to departmental activities, such as construction groundbreaking, honoree events, tenant grand openings, and special events.
3. Supervises and/or prepares speeches for upper management and answers public complaint letters specific to an incident, event or activity.
4. Creates, produces, oversees and edits documents related to Department services and policies for distribution to the public; may function as publications editor in writing, reviewing, and supervising updates of all publications.
5. Supervises and/or participates in the preparation and composition of publications and other documents such as press releases, budget reports, and brochure updates, including coordinating all aspects of the publication process from editing, style, and reproduction.
6. Revises and updates departmental publications regarding changes in departmental services and facilities, as necessary.

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7. May represent the Department, including the department head, to the media as well as before the Board of Supervisors, various community groups, non-profit agencies, and delegates from other cities and countries.
8. Develops and coordinates public relations and fund-raising strategies with non-profit organizations and other City departments; negotiates and makes commitments on department head's behalf with a variety of partners and organizations.
9. Participates in marketing program for department venues and operations.
10. ~~Performs related duties and responsibilities as assigned.~~

KNOWLEDGE, SKILLS, AND ABILITIES

Knowledge of: Principles, techniques, and practices of effective public relations programs; diplomatic relations; public policy process, local/regional government and environmental issues; legislative process and procedures at local, state, and federal levels; public sector business and administrative practices; principles and techniques of event planning; departmental policies, procedures and operation.

Ability or Skill to: Work effectively with the public, governmental agencies, private companies, media, diplomats, and community organizations in a tactful, diplomatic manner; manage projects to achieve established goals; analyze and implement sensitive and difficult community relations and public relations programs; organize and coordinate special event functions, including ceremonies, press conferences, and honoree functions; supervise a staff performing public relations work. Technical writing and public speaking in public forums; organizing and performing analytical research; preparing clear, concise reports for specific needs and audiences; presenting information effectively and representing the department before the media, groups and organizations; interpersonal communication and negotiation skills for dealing effectively with a wide range of people and concerns as well as resolving public complaints.

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** ~~Bachelor of Arts or Science Degree in Journalism, Public Relations, Communications, Public Administration, Political Science, Sociology or a field related to a department's business~~ from an accredited college or university.

Experience:

Five years of experience in public affairs, public/media relations, community relations, international relations, or a related field.

License and Certification:

~~Possession of a valid driver license.~~

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Substitution:

Additional qualifying work experience may be substituted for the required education on a year-for-year basis. **(30 semester / 45 quarter units equals one year)**

SUPPLEMENTAL INFORMATION

PROMOTIVE LINES

ORIGINATION DATE: 5/16/01

AMENDED DATE: 3/30/04; **XX/XX/XXXX**

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

BUSINESS UNIT(S): COMMN

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

**Title: Communications Specialist
Job Code: 9252**

DEFINITION

Under general direction, this class is responsible for the planning, implementation and coordination of a departmental communication program. The Communication Program includes creating, updating, editing, and publishing content and messaging for all channels (i.e. print, electronic, social media, web, mobile, broadcast, etc.) and audiences (i.e. internal and external), creating broad public awareness, and understanding and effectively communicating the Department's policies and programs.

DISTINGUISHING FEATURES

This class is distinguished from class 9251 Public Relations Manager as Positions in this class ~~serve as assistants to directors by providing~~ing professional, analytical and technical support in the development of a comprehensive public, community, and stakeholder relations program for a Department, **whereas the latter is responsible for the overall public relations/diplomatic program for the Department.** Incumbents in this class research and make recommendations on issues related to the Department, public relations, and community; ~~develop outreach materials; organize and coordinate events; prepare drafts and designs of news releases, articles and reports for the Department in print and/or electronic forms; maintain information content to ensure timeliness, accuracy, and integrity as well as uniformity in the overall audio/visual presentation of the Department's website. May manage the daily operations of sections within Communications, including budgeting, internal communications and maintenance of records. May supervise subordinate staff.~~

SUPERVISION EXERCISED

Positions in this class manage projects assigned by a director. Incumbents provide oversight and direction to professional, technical and/or clerical staff members assigned to project teams. May supervise subordinate 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. Manages and administers all Department websites and mobile applications, including all creative, technical, and content-related issues regarding the site, to ensure they are accurate, timely, functioning, and fresh.
2. Manages and administers related contracts to ensure they are in compliance with City contracting procedures and requirements.
3. Creates and develops informative, user-friendly, customer-focused, and visually compelling content across all distribution channels (i.e. websites, social media, mobile-applications, broadcast, video, photography, and print marketing collateral) for internal and external communications.
4. Develops public relations and digital marketing programs that support the Department's brand strategy objectives, engage the public, and identify innovative methods to bring targeted messages to market.

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5. Researches and analyzes industry practices and procedures, pertinent legislation, and issues dealing with the community; prepares proposals for improvements related to community interests and issues.
6. Maintains and monitors consistency in creative direction and content of the Department's website; works with technical support staff to ensure functionality of the site; prepares management and administrative reports relating to trends, site usage, improvements; assists in policy development and long-range planning and development and implementation of projects for the website.
7. Serves as liaison between Department staff and community groups, providing accurate public, stakeholder, and community information; manages crises communications; represents directors in their absence at various community, organizational, and governmental meetings; and manages daily office operation as required.
8. Contributes to the development and implementation of project strategy and work plans for future expansion of all communication channels by managing promotional activities including, but not limited to the message copy and on-going implementation of communications campaigns, customer service messaging, and department services campaigns; monitors communication campaigns for effectiveness and information on projects and special events with the goal of developing and maintaining positive community and internal employee relations; works with departmental programs and sections to coordinate informational activities.
9. Creates, proofs, and edits content including: writing stories and articles, creating and editing digital images and video, managing the digital asset library, and creating and managing the master content calendar for all sites; prepares and issues press releases and articles concerning the Department's role in the community, current issues and relevant legislation through various mediums; maintains consistency in the website and print material design; responds to complaints or requests for information; ensures that all content is in compliance with federal, state, and local laws and regulations.
10. Develops and coordinates a system for communication with website end-users to ensure site interactivity reflects the Department's commitment to customer service; provides assistance, direction and support to social media messaging; conducts website and mobile applications analytics to identify trends for potential design improvements; maintains the security of the website; updates dynamic and static content; and ensures hyperlinks are refreshed and updated.
11. Provides assistance, direction, and support to the communications program as directed.

KNOWLEDGE, SKILLS, AND ABILITIES

Knowledge of: public process, local/regional government issues, public sector business and administrative practices; federal, state, and local regulation and policies; standard web-based technologies (i.e.. internet security, firewall systems, content management systems, and digital transactional services), server administration, network operating systems and platforms; intranet applications and functionalities, internal communication tools the relationship between

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stakeholder strategy and information systems; strengths and limitations of current web-based technologies; and principles and techniques of planning and implementing websites.

Ability or Skill to: effectively communicate in public forums and mass media, both orally and in writing; perform analytical research and preparing clear, concise stories, articles, press releases, reports, etc., including technical information for website; present information effectively to the news media, customers, community partners, Department staff, the Mayor's Office, and other City Departments; represent the Department before groups and organizations; resolving customer/end-user complaints; work with the public, governmental agencies, and community organizations in tactful, diplomatic manner; prioritize and manage projects to achieve established goals; effectively solve problems with concept and implementation of website designs; communicate information to internal audiences and management.

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** ~~Bachelor's Degree~~ from an accredited college or university in ~~Journalism, Communications, Public Administration, Business, or a related field.~~

Experience:

Three (3) years of professional experience working in the field of internal communications, public affairs, public information, or public relations unit. Experience must include one (1) year of professional experience in social media, digital engagement or web content management.

License and Certification:

Substitution:

Additional experience as described above may be substituted for the required degree on a year-for-year basis (up to a maximum of two (2) years). Thirty (30) semester units or forty-five (45) quarter units equal one (1) year.

SUPPLEMENTAL INFORMATION

Incumbents in this class must work on on-call assignments, which involve around-the-clock, weekend and holiday work. Due to the nature of this work, mandatory overtime is required.

PROMOTIVE LINES

ORIGINATION DATE: 03/02/17
AMENDED DATE: 12/26/17: XX/XX/XXXX

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**Title: Communications Specialist
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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
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**Title: Airport Communications Officer
Job Code: 9254**

DEFINITION

Under general direction, this class is responsible for the planning, implementation and coordination of the San Francisco International Airport's Communication Program. The Communication Program includes creating, updating, editing, and publishing content and messaging for all channels (i.e. print, electronic, web, mobile, broadcast, etc.) and audiences (i.e. internal and external), creating broad public awareness, and understanding and effectively communicating the Airport's policies and programs.

DISTINGUISHING FEATURES

This class is distinguished from class 9251 Public Relations Managers as Positions in this class ~~serve as assistants to the Associate Deputy Airport Director or other high-level managers in Communications and Marketing by providing professional, analytical and technical support in the development of a comprehensive public, community, and corporate relations program for the Airport.~~ **whereas the latter is responsible for the overall public relations/diplomatic program for a department.** Incumbents in this class ~~research and make recommendations on issues related to the Airport, tenants, public relations, and community; organize and coordinate special events; prepare drafts and designs of news releases, articles and reports for the Airport in print and/or electronic forms; maintain information content to ensure timeliness, accuracy, and integrity as well as uniformity in the overall audio/visual presentation of the Airport website. May manage the daily operations of sections within Communications and Marketing, including budgeting, maintenance of records. May supervise subordinate staff.~~

SUPERVISION EXERCISED

Positions in this class ~~manage projects assigned by the Associate Deputy Airport Director of Communications and Marketing.~~ Incumbents provide oversight and direction to professional, technical and/or clerical staff members assigned to project teams. May supervise subordinate 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. Manages the day-to-day operation of the Airport's websites, including all creative, technical, and content-related issues regarding the site.
2. Manages and administers all Airport websites, mobile applications and related contracts to ensure they are accurate, timely, functioning, fresh, and in compliance with City contracting procedures and requirements.
3. Creates and develops informative, user-friendly, customer-focused, and visually compelling content across all distribution channels (i.e. websites, mobile-applications, broadcast) for internal and external communications.

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4. Researches and analyzes airport and airline industry practices and procedures, pertinent legislation, and issues dealing with the community and passenger service; prepares proposals for improvements related to community interests and issues.
5. Maintains and monitors consistency in creative direction and content of the Airport's website; works with technical support staff to ensure functionality of the site; prepares management and administrative reports relating to trends, site usage, improvements; assists in policy development and long-range planning and development and implementation of projects for the Airport website.
6. Monitors and coordinates section budgets; assists with the management and administration of Communications related contracts, including ensuring that Airport Commission, Human Rights Commission, Civil Service Commission, and consultant documentation, such as invoices, contracts, are in compliance with City Contract procedures and requirements; ensures that contractors meet project deadlines and that the contracted for deliverables are received and meet the satisfaction of Airport staff prior to publication; manages Communications consultants and informational service contracts.
7. Serves as liaison between Airport staff, Airport tenants, and community groups, providing accurate public, corporate, and community information; manages crises communications; represents the Director of Community Affairs in his/her absence at various community, organizational, governmental meetings; and manages daily office operation as required.
8. Contributes to the development and implementation of project strategy and work plans for future expansion of all communication channels by managing promotional activities including, but not limited to the message copy and on-going implementation of communications campaigns, tenant promotions, customer service kiosk messaging, and Airport services campaigns; monitors Airport information on projects and special events with the goal of developing and maintaining positive community relations; works with Airport sections to coordinate informational activities, especially those concerned with noise monitoring and abatement, new runway configuration, and construction projects;; manages and schedules Airport's Tour Program; and oversees VIP movements.
9. Creates, proofs, and edits Communication's content including: writing stories and articles, creating and editing digital images and video, managing the digital asset library, and creating and managing the master content calendar for all sites; prepares and issues press releases and articles concerning the Airport's role in the community, current issues and relevant legislation through various mediums; maintains consistency in the website and print material design; responds to complaints or requests for information; ensures that all content is in compliance with federal, state, and local laws and regulations.
10. Develops and coordinates a system for communication with website end-users to ensure site interactivity reflects the Airport's commitment to customer service; provides assistance, direction and support to social media messaging; conducts website and mobile applications analytics to identify trends in site traffic for potential design improvements; maintains the security of the website; updates dynamic and static content; and ensures hyperlinks are refreshed and updated.

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11. Manages the day-to-day operation of the Airport's information kiosks, including all creative, technical and content-related issues.
12. Provides assistance, direction, and support to social media messaging as requested.
13. ~~Performing related duties as required.~~

KNOWLEDGE, SKILLS, AND ABILITIES

Knowledge of: air and surface transportation concepts, public process, local/regional government and environmental issues, public sector business and administrative practices; federal regulation; standard web-based technologies (i.e.. internet security, firewall systems, and content management systems), server administration, network operating systems and platforms; the relationship between corporate strategy and information systems; strengths and limitations of current web-based technologies; principles and techniques of planning and implementing websites; policies, procedures and operation of the Airport.

Ability or Skill to: oral communication in public forums and mass media; performing analytical research and preparing clear, concise stories, articles, press releases, reports, etc., including technical information for website; presenting information effectively to the news media; representing the Airport before groups and organizations; resolving customer/end-user complaints.

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 Bachelor's Degree** from an accredited college or university in ~~Journalism, Communications, Public Administration, Business, or a related field.~~

Experience:

1. Four (4) years of experience in Communications, Public/Government Affairs, and/or Community/Corporate Relations or a related field which involved primary duties in editing, creating and planning communications content (i.e. articles, newsletters, press releases, rich media), public speaking, media contact, and/or community contact/liaison AND
2. One (1) year of experience managing the content of a Public/Government or Community/Corporate website using a content management system.

License and Certification:

Substitution:

Additional experience as described above may be substituted for the required degree on a year-for-year basis up to a maximum of two (2) years. Thirty (30) semester units or forty-five (45) quarter units equal one (1) year.

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SUPPLEMENTAL INFORMATION

Incumbents in this class must work on on-call assignments, which involve around-the-clock, weekend and holiday work. Due to the nature of this work, mandatory overtime is required.

PROMOTIVE LINES

No promotive lines.

ORIGINATION DATE: 6/19/89;

AMENDED DATE: 7/18/00 ; 8/15/2012; XX/XX/XXXX

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

BUSINESS UNIT(S): COMMN