

**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:** 31  
**Fiscal Year:** 2023/2024  
**Posted Date:** 04/24/2024  
**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](mailto: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 **for the coordination of public information and other related program activity**.
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. **Assists with advertising strategies and** Arranges for and takes part in special **events 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. Conducts s 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, **marketing** and public information material.

Ability or Skill to: Communicate clearly and effectively both orally and in writing, with ~~the public~~ **diverse audiences from a wide variety of cultural and socioeconomic backgrounds**, other personnel and agencies; ~~deal~~ **interact** courteously, effectively and tactfully with the ~~general~~ public and outside organizations and groups; ~~u~~ **Use** office automation and software applications to facilitate public relations activities; ~~This includes~~ **using** word processing, assisting with on-line research, and maintaining databases; **learn emerging communication tools and use audio and/or video equipment.**

**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 p**ossession of a baccalaureate degree from an accredited college or university.

Experience:

License and Certification:

Substitution:

~~Professional e~~ **Experience** in public relations, public affairs, public information, editorial, newspaper, magazine, radio, television, ~~public relations~~, social media, digital engagement, advertising, **marketing** or similar work involving **directly responsible for the collection, preparation, and/or dissemination of news and information in a variety of formats for internal and external communications** 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**

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:** 01/01/1900

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

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

**AMENDED DATE:** 01/30/15; 08/24/21; 09/21/23; ~~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