

**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: 32
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	1312	Public Information Officer
2	1314	Public Relations 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 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.*

DISTINGUISHING FEATURES

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. 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~~ **Develops** 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 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~~ **updates** departmental websites.

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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 **through a variety of advertising strategies** for exhibits, special events, programs, posters, brochures, and signs.

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; **principles of marketing and promotional programs.**

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~~ **interact** courteously, effectively and tactfully with others; write effectively for **publications for diverse audiences from a wide variety of cultural and socioeconomic backgrounds**; speak effectively in public; **communicate clearly and effectively both orally and in writing**; 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:

Possession of a baccalaureate degree from an accredited college or university.

Experience:

Two (2) years of professional 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 dissemination of news and information in a variety of formats for internal and external audiences**, wherein the preparation or direction of informational material for mass media on the development of a public information program was a major part of the position.

License and Certification:

Substitution:

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- 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, marketing 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; 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

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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 the incumbent, **as well as supervision exercised.** ~~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 public or a specialized group who directly benefit from the services provided.~~ 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. **Creates and 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. **Prepares reports and a variety of written materials for internal and external audiences; 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.**
5. 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.
6. **Creates, Develops, and implements, and evaluates** public information and public outreach programs, **special events**, projects and campaigns to keep the staff, management,

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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.

- ~~7.~~ 7. Plans, assigns and evaluates the work of subordinate staff in the preparation of public relations and marketing programs and projects.
- ~~8.~~ 8. 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.
- ~~9.~~ 9. 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.
10. 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 ongoing programs and activities.
11. Investigates complaints directed at the department's operation; recommends corrective action to preclude further adverse action or opinion; may prepare replies to such complaints.
12. Organizes tours and orientation sessions for the media, visiting dignitaries, trade representatives and the general public.
- ~~13.~~ 13. *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 **and events** while efficiently managing resources; evaluate programs and policies; implement best practices when feasible; ~~get along well with others;~~ **interact courteously, effectively, and tactfully with others;** speak effectively in public; **communicate clearly and effectively both orally and in writing;** write effectively for publication, **diverse audiences from a wide variety of cultural and socioeconomic backgrounds;** 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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DEPARTMENT OF HUMAN RESOURCES

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.

Experience:

Four (4) years of verifiable full-time professional experience in editorial, newspaper, magazine, radio, television, public relations, **public affairs, public information,** social media, digital engagement, or advertising, **marketing, or similar work directly responsible for the preparation and dissemination of news and information in a variety of formats for internal and external audiences.** 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, **marketing** or a closely related field may substitute for up to one (1) year of the required experience. **The degree may not substitute for the one (1) year of required public relations, public information, or public education program 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

ORIGINATION DATE: 07/15/1974

AMENDED DATE: 12/20/13; 1/24/14; 1/22/15; 08/24/21; 09/21/23; **XX/XX/XX**

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DEPARTMENT OF HUMAN RESOURCES**

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

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

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