

THE CITY OF LOS ANGELES



CIVIL SERVICE COMMISSION

CLASS SPECIFICATION

(04-09-82)

**PUBLIC RELATIONS SPECIALIST
(Code 1785)**

Summary of Duties: Utilizes various public relations techniques in preparing informational, promotional, or educational material regarding municipal functions or activities, for presentation by publication, broadcasting, or other information media; may coordinate public relations events; and does related work.

Distinguishing Features: A Public Relations Specialist is engaged in activities intended to provide public information to increase public understanding and to obtain public cooperation in connection with the activities, facilities, and functions of various City departments. An employee in this class prepares and presents or assists in the preparation and presentation of public relations materials. Assignments may be received in general or specific terms, and the employee may use considerable discretion in selecting and using various media in achieving desired objectives. Moreover, a Public Relations Specialist may be responsible for exercising independent judgment in administering a public relations program for a department within prescribed policy, and may supervise several employees engaged in clerical or public relations activities.

Example of Duties: A Public Relations Specialist:

- Gathers informational material through research or personal interview and prepares factual reports;
- Prepares newspaper releases, magazine articles, and advertising, promotional, publicity, and public relations copy for pamphlets, brochures, and bulletins;
- Writes and presents speeches or programs;
- Shows films;
- Conducts interviews;
- Designs and arranges displays and exhibits;
- Writes scripts for radio, television, and motion pictures;
- Takes photographs;
- Edits departmental public relations materials;
- Schedules speakers and groups for attendance at departmental promotional programs and activities;
- Arranges facilities for various functions;
- Assists press representatives in covering special events;
- Answers inquiries from the public and news media;
- Plans and conducts tours of municipal facilities;
- Explains desired typography, illustrations, layout, and other requirements to printers, art services, and others in the graphic arts field;
- Reads proof;

- Handles distribution of publications and other materials;
- May confer with administrators on needs of the department regarding the public relations program;
- Contacts members of press, radio, television, and motion picture industries, officers and members of various church groups, clubs, and civic organizations, magazine writers, editors, and other personalities, including movie stars, and other celebrities;
- May direct production of films;
- Maintains production and expenditure control records;
- Deals with representatives of the art, printing, and supply firms;
- Maintains liaison with contract advertising agencies;
- Plans public relations campaigns, determining their scope, the approaches to be used, and the media to be employed;
- Advises management on the public relations aspects of department policies and activities;
- Explains department policies and activities to the press, community organizations, and other interested groups;
- Advises personnel in operating divisions on methods of improving community relations;
- Develops new techniques and methods for the presentation and dissemination of information to the public;
- May supervise employees engaged in clerical or public relations activities;
- Prepares budget estimates for public relations activities;

May occasionally be assigned to other duties for training purposes or to meet technological changes or emergencies.

Qualifications: A Public Relations Specialist must have the following knowledges and abilities:

A knowledge of:

- The principles, techniques, and methods suitable for the dissemination of information;
- The writing, composition, layout, and production of educational, informational, and promotional materials;
- English grammar, spelling, punctuation and vocabulary;
- Specialized techniques applicable to news and feature writing for press, radio, television, informational films, and other informational media;
- Advertising copy writing and layout;
- Graphic arts and printing methods, materials, and terminology.

The ability to:

- Deal tactfully and effectively with the public, representatives of the media, and City officials and employees;
- Speak convincingly in public and before groups of individuals;
- Write clean and interesting news releases, educational and informational material, and radio and television scripts;
- Maintain records on departmental public relations activities.

Persons with medical limitations may, with reasonable accommodations, be capable of performing the duties of some of the positions in this class. Such determination must be made on an individual basis in light of the person's limitations, the requirements of the

position, and the appointing authority's ability to effect reasonable accommodations to the limitations.

Minimum Requirements:

Completion of 24 semester or 36 quarter units in public relations, journalism, or mass communication from a recognized four year college or university is required.

Full-time paid experience in the preparation and dissemination of information using mass communication media as a reporter, editorial assistant or publicity writer may be substituted for the required education on the basis of 1 year of experience equaling 12 semester or 18 quarter units.

As provided in Civil Service Commission Rule 2.5 and Section 4.55 of the Administrative Code, this specification is descriptive, explanatory, and not restrictive. It is not intended to declare what the duties and responsibilities of any position shall be.