

THE CITY OF LOS ANGELES



CIVIL SERVICE COMMISSION

## CLASS SPECIFICATION

3/26/82

PRINCIPAL PUBLIC RELATIONS REPRESENTATIVE, 1786

**Summary of Duties:** Plans, coordinates, and administers a public relations program for a department, while supervising employees engaged in preparing informational, promotional, or educational material on municipal facilities or activities for presentation to the public; personally performs highly responsible public relations work; and does related work.

**Distinguishing Features:** A Principal Public Relations Representative assists management in planning and administering a complete or key portion of a department's public relations program. An employee in this class is generally supervised by a public relations director and receives assignments in terms of broad objectives, with minimal direct supervision. A Principal Public Relations Representative is a full supervisor over Public Relations Specialist and clerical employees engaged in public relations work. Moreover, an employee in this class may also perform the highly sensitive public relations work. The class of Principal Public Relations Representative is distinguished from public relations director classes in that the latter develops and sets public relations policies and priorities for the department.

### **Example of Duties:**

- Plans, assigns, reviews, and participates in the formulation, execution, and evaluation of informational, educational, and community relations programs;
- Analyzes the effectiveness of public relations programs and recommends new programs;
- Disseminates information to representatives of the community and various communications media regarding department policies, objectives, and activities;
- Supervises and participates in the research and preparation of public relations materials, which include brochures, pamphlets, booklets, news releases, and fact sheets;
- Plans and participates in special events, briefings, and conferences;
- Develops, supervises, prepares, and presents educational programs for various civic groups and schools;
- Supervises and participates in the preparation of speeches, radio and television scripts, and audio-visual programs for public presentation;
- Designs and directs the fabrication of portable and permanent exhibits and displays;
- Determines the photographs and illustrations to be used to support programs;
- Responds to public requests, inquires, and complaints of a highly sensitive nature;
- Designs, conducts, and evaluates public opinion research programs;
- Directs the production of a department's annual report;
- Writes articles for inclusion in departmental publications;
- Plans and coordinates single or multi-day tours of department facilities;
- Participates as a member of various city, county, and state committees involving community and educational programs;

- Participates in developing publicity and advertising materials;
- Prepares cost estimates of public relations programs and activities.

### **Qualifications**

#### **Knowledge of:**

- Principles, techniques, and methods suitable for the dissemination of information concerning a municipal agency;
- Specialized techniques applicable to news and feature writing for press, radio, television, informational films, and other informational media;
- English grammar, spelling, punctuation, and vocabulary;
- Advertising copy writing and layout;
- Graphic arts and printing methods, materials, and terminology;
- Administrative problems, organization, and procedures of municipal government;
- Principles and practices of basic supervision;
- Safety principles and practices;
- Laws and regulations related to equal employment opportunity and affirmative action;
- City personnel rules, policies, and procedures;
- Memoranda of understanding as they apply to subordinate personnel;

#### **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 clear and interesting news releases, educational, and informational material, and radio and television scripts;
- Plan, assign, direct, and review the work of a group of employees engaged in public relations and clerical activities;
- Analyze the public response to public relations programs;
- Maintain records, prepare reports, and handle high-level administrative details and problems.

**Requirements:** Three years of full-time paid experience as a Public Relations Specialist or in a class at least at that level performing public relations work is required for Principal Public Relations Representative.

**License:** A valid California driver's license may be required.

**Physical Requirements:** Strength to perform average lifting of less than 5 pounds and occasionally over 15 pounds; good speaking and hearing ability; and good eyesight.

Persons with disabilities may be able to perform the essential duties of this class with reasonable accommodation. Reasonable accommodation will be evaluated on an individual basis and depend, in part, on the specific requirements for the job, the limitations related to the disability, and the ability of the hiring department to reasonably accommodate the limitations.

**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 all of the duties, responsibilities, and required qualifications of any position shall be.**