



THE CITY OF LOS ANGELES

CIVIL SERVICE COMMISSION

Class Specification

01/29/2009 HARBOR PUBLIC AND COMMUNITY RELATIONS DIRECTOR, 9480

Summary of Duties: Plans and directs one or more functions at the Harbor Department that include: media relations, community relations and corporate communications (advertising, customer and employee communications.) Applies sound supervisory principles and techniques in building and maintaining an effective work force; fulfills equal employment opportunity responsibilities; and does related work.

Distinguishing Features: A Harbor Public and Community Relations Director formulates and directs, subject to established policies, one or more of the Department's core communications functions (media relations, community relations, and corporate communications), and is held responsible for the results of the program by the Department's executive management. The Department's public relations and communications programs are promotional and educational in nature, presenting to the public and local communities a continuous report of the current and proposed activities, facilities, and functions of the Department. It is also oriented toward the promotion of the Harbor's environmental and industry leadership, as well as Department's revenue production by promoting the use and patronage of Harbor facilities by large commercial enterprises, the shipping industry, and the general public. Advises management in connection with the public policies, decisions and actions.

Example of Duties:

- Directs and supervises professional and technical employees engaged in planning and conducting the Department's public relations and public information programs that include: conducting special events; writing and editing news, web content, and publications;
- Plans and oversees the Department's advertising program including the development of films for public and trade relations purposes;
- Conducts tours and makes presentations to various groups on the functions of the Department; and advising top management on public relations policies and practices;
- Directs staff in the development of a protocol program to maintain good relations with the Department's international clientele;
- Advises staff on the appropriate business practices, and customs necessary to deal effectively with foreign clients;
- Serves as a host for foreign visitors, dignitaries, and clients;
- Meets with elected officials, City commissioners, civics leaders, media representatives, and department managers in exchanging information relating to Department operations;
- Develops and implements the Department's public relations policy and practices;
- Supervises a group of technical employees engaged in providing graphics support;
- Communicates equal employment opportunity information to employees;
- Applies job related criteria in selecting, orienting, assigning, training counseling, evaluating, and disciplining subordinates; assists employees in preparing for promotions; and
- May occasionally be assigned to other duties for training purposes, or to meet technological exchanges or emergencies.

Qualifications: The incumbent must have the following knowledges and abilities:

Knowledge of:

- Principles, practices, techniques and methods of gathering, repairing, and disseminating information on behalf of a large organization that serves a diverse community;
- Promotional public relations activities;
- Implications resulting from public relations activities on an organization's effectiveness;
- Management and supervisory principles and practices including planning, delegating, and controlling work of employees;
- Techniques for counseling, disciplining, training, instructing, and motivating employees;
- Techniques for evaluating employee work performance;
- Procedures for handling grievances or employee conflicts;
- Supervisory responsibility for Equal Employment Opportunities (EEO);
- Effective safety principles and practices;
- Various Memoranda of Understanding as applicable to respective employees;
- Public administration principles; and
- City personnel rules and policies.

Ability to:

- Write news releases, articles, publications, web content, and speeches that effectively communicate program or Department objectives;
- Translate ideas and suggestions into effective public relations presentations, materials and campaigns;
- Effectively advise management in response to public, business, and community concerns;
- Exercise independent judgment in a variety of crises and routine situations;
- Establish and maintain a work environment to enhance both employee morale and productivity;
- Speak effectively before large groups;
- Maintain records;
- Interact effectively with employees, unions, management, City officials, and the public;
- Interact with print and broadcast media on a daily basis, often under media deadlines;
- Work and produce public relations materials under stringent deadlines;
- Manage contracts and work performed by outside vendors;
- Develop and implement media relations;
- Develop and implement community relations;
- Effectively edit writing completed by subordinates or other; and
- Handle administrative details and problems.

Requirements: Three years of full-time paid professional experience with the City of Los Angeles as the a Public Information Director or in a class at least at that level with experience in the preparation and dissemination of information using mass communications media or experience in crisis management, advertising/sponsorship or community relations activities; **or**

Graduation from a recognized four-year college or university and eight years of full-time paid professional experience (of which, at least three years of supervising staff) in directing or managing two or more of the following areas: speech writing, journalism/news writing, media

relations, community relations, community or media focused events, advertising, and sponsorships; and budget management experience.

Appointment to a position in this class is subject to one-year probationary period under the provisions of Section 1011 of the City Charter.

License: A valid California driver's license is required.

Physical Requirements: Strength to perform average lifting of less than 5 pounds and occasionally over 15 pounds, also good hearing and speaking 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 and responsibilities of any position shall be.