



Date: January 5, 2018
To: Civil Service Commission
From: Sheree Valdoria, Personnel Analyst
Subject: **RECOMMENDATION TO APPROVE TITLE CHANGE AND REVISED CLASSIFICATION SPECIFICATION FOR PUBLIC AFFAIRS ASSISTANT**

On January 4, 2018, the Civil Service Commission received a request from the Department of Human Resources to approve the title change of Airport Public Affairs Assistant to Public Affairs Assistant and the revision of its classification specification. Staff has reviewed this request and recommends approval of this request and the draft bulletin for Public Affairs Assistant in accordance with Article XI, Section 1101(d) of the City Charter.

Facts of Consideration

- The classification specification revisions were last adopted in 11/29/06.
- The purpose of the change in the title and the classification specification is to update the example of duties and adjust the minimum qualifications to reflect the Citywide use of the classification.
- The Department of Human Resources and Civil Service Department worked together with Airport and Police Departments to revise the classification.
- The Police Department currently uses the Police Services Specialist classification, which is a terminal classification. They have concluded that the Public Affairs Assistant classification is the position that closely aligns with the needs of the department.
- Changes were made to the example of duties and knowledge, skills, and abilities in order to generalize the classification so that all departments can utilize the classification, especially due to the everchanging needs of digital communication/social media content.
- Changes to the minimum requirements include a Bachelor's degree in additional fields of study such as Communications and Journalism and clarifying the comprehensive background investigation for both the Airport and Police Departments.
- The Department of Human Resources, Airport and Police Departments and the International American Machinist bargaining unit have been notified of the revision of the classification specification and notified that this request is on today's agenda.

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Recommendation

- Staff recommends approval of the title change, revised classification specification and the draft bulletin for Public Affairs Assistant.
 - Civil Service received PD 17-073 requisition from the Police Department on October 17, 2017.
 - If revised classification specification is approved, proposed dates for Public Affairs Assistant recruitment are January 12, 2018 to January 26, 2018.
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Date: January 4, 2018
To: Civil Service Commission
From: Alejandrina Basquez, Director of Human Resources 
Subject: **TITLE CHANGE AND CLASSIFICATION SPECIFICATION REVISION – PUBLIC AFFAIRS ASSISTANT**

The Department of Human Resources is requesting the Commission's approval of the title change of Airport Public Affairs Assistant to Public Affairs Assistant and the revision of its classification specification. The Department of Human Resources and the Civil Service Department worked in conjunction with the Airport and Police Departments to revise the classification specification to update the definition, distinguishing characteristics, examples of duties, and adjust the minimum qualifications of the classification in order to reflect Citywide use of the classification.

If there are any questions or comments regarding this request, please contact Meg Rau, Human Resources Officer, at (562) 570-6304.

MR:TH

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TITLE: PUBLIC AFFAIRS ASSISTANT

DEFINITION: Under general supervision, performs administrative, technical, and professional duties pertaining to public affairs.

EXAMPLES OF DUTIES:

- Assists with the preparation of news releases, public information bulletins, and related documents;
- Coordinates and assists with public affairs related special projects, research, events and programs requiring knowledge of community and/or department concerns and issues
- Responds to emergencies, newsworthy events, and media inquiries;
- Represents City departments at community events, tradeshow, and national and regional committee meetings;
- Produces literature, promotional materials, technical publications, and directories;
- Resolves problems, evaluates procedures and makes recommendations for public affairs issues;
- Prepares reports and makes presentations;
- May serve in a lead capacity;
- May oversee the department's internet, intranet, and social media content;
- May coordinate the activities, scheduling, recruitment, and training of personnel and volunteers;
- May serves as a liaison on issues with the community, tenants, businesses, and other City staff;
- Performs other related duties as assigned.

KNOWLEDGE, SKILLS, AND ABILITIES:

- Knowledge of word processing, presentation, and spreadsheet software;
- Knowledge of digital communications platforms;
- Ability to deal tactfully and effectively with the public;
- Ability to comprehend written technical material relating to departmental operations;
- Ability to effectively communicate orally and in writing;
- Ability to work irregular hours, evenings, weekends, and holidays as needed;
- Positions in the Airport Department require the ability to pass the airfield operations written and practical driving examinations within the probationary period.

MINIMUM QUALIFICATIONS:

- Graduation from an accredited four-year college or university with a Bachelor's degree in Communications, Journalism, Public Administration, Public Relations, or closely related field. Experience offering specific and substantial preparation for the duties of the position may be substituted for the required education on a year for year basis.
- Two years of experience in public affairs/public information;
- A valid motor vehicle operator's license;
- Positions in the Airport and Police Department require successful completion of a comprehensive background investigation which may include a review of employment history, criminal conviction record, use of intoxicants and/or other controlled substances and any other factors relevant to suitability of employment.

HISTORY:

Established: 09/06
Revised: 12/12/17
Approval/Adoption Date: 11/29/06