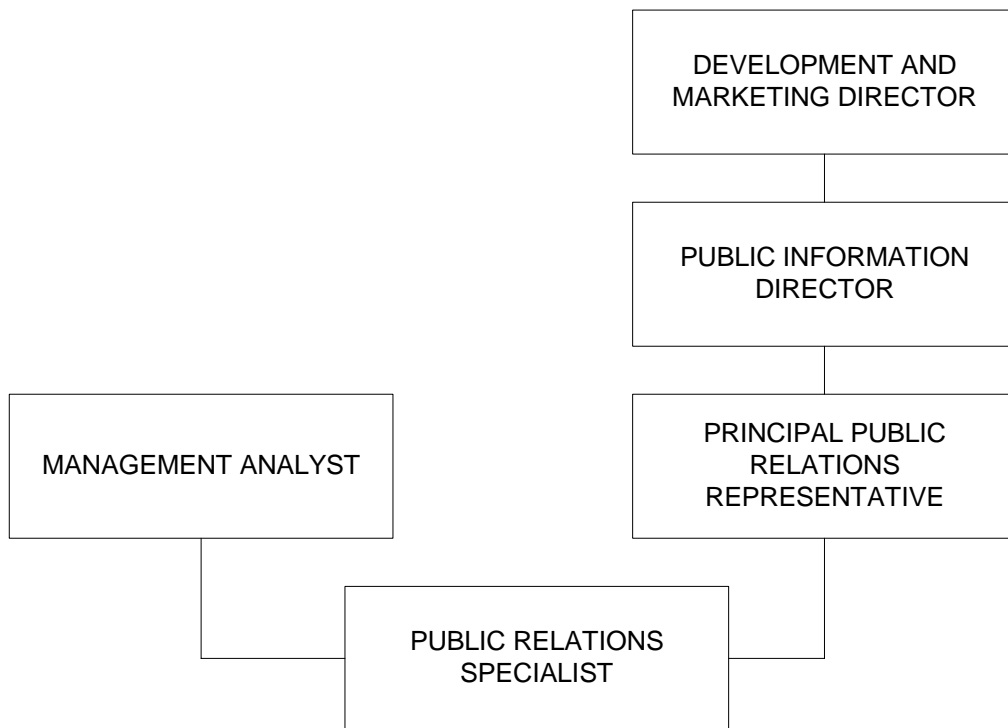


**CITY OF LOS ANGELES
PERSONNEL DEPARTMENT**

CAREER OPPORTUNITIES FOR PUBLIC RELATIONS SPECIALIST

This information is being given to you to describe potential opportunities as a public relations specialist. The career ladders that public relations specialists most commonly enter into are diagrammed below. The typical duties and requirements for the first promotional level of these career ladders are also described. However, these may be subject to change. You may review the class specifications and some job bulletins through the Personnel Department's website at www.lacity.org/PER or you may request a copy of the information from the Personnel Department, Room 100. We encourage you to examine the options open to you and to prepare yourself for the promotions for which you qualify.



DUTIES AND REQUIREMENTS OF FIRST PROMOTIONAL LEVEL

Principal Public Relations Representative

Duties: A Principal Public Relations Representative supervises a full, or key portion of a public relations program involving the preparation and dissemination of media, promotional, educational, or advertising information on municipal functions or activities; personally performs highly responsible public relations work and may act as spokesperson for a City department; and applies sound supervisory principles and techniques in building and maintaining an effective work force.

Requirements:

1. Graduation from a recognized four-year college or university including 24 semester or 36 quarter units in public relations, journalism, or mass communication and three years of full-time paid professional experience performing public relations work and preparing and disseminating information using the press, radio, television, films, personal appearances, or other methods of mass communication; or
2. Three years of full-time paid experience as a Public Relations Specialist with the City of Los Angeles.

Management Analyst

Duties: A Management Analyst performs professional staff work by researching, assembling, analyzing, and interpreting data and by preparing correspondence and reports with recommendations to management on a wide variety of administrative, fiscal, grants, budgetary, personnel, legislative and managerial problems; may supervise or act as a lead worker to staff involved in a central agency, operating department, or bureau administration; and does related work.

Requirements:

1. One year of full-time paid professional experience in a class which is at least at the level of Management Assistant performing duties in budgetary and grants analysis and control, legislative analysis, administrative analysis and research, systems and procedures analysis, departmental administration, personnel administration or accounting; or
2. Two years of full-time paid experience as a Management Aide for the City of Los Angeles. A bachelor's degree from a recognized four-year college or university may substitute for one year of full-time paid experience as a Management Aide; or
3. One year of full-time paid experience with the City of Los Angeles as a Chief Clerk or in a clerical class at that level.

Candidates who have at least six months' experience specified in Requirement #1 may substitute a master's degree in Business Administration, Public Administration, Computer or Information Sciences, Social Science, or Psychology from a recognized college or university for the balance of the one-year experience requirement.

Note: The above information does not replace class specifications and examination bulletins.

PREPARING YOURSELF FOR PROMOTION

1. Broaden your work experience by taking advantage of job rotation and transfer opportunities. Take advantage of on-the-job training opportunities related to your work.
2. Take advantage of formal education opportunities relating to your work

3. Learn and stay abreast of laws, procedures, policies and practices relating to your career ladder.
4. Carefully review examination bulletins and class specifications for promotional classes to determine the kinds of skills, knowledges and abilities you need to develop for promotion.
5. Request for Notification cards may be completed in Room 100 of the Personnel Building (847-9240) to notify you by mail when a specific examination is open for filing. Familiarize yourself with the areas in your work location where weekly job bulletins are posted.
6. Employees may obtain career counseling from the Personnel Department's employee Development Section, (213) 847-9800, in Room 380, Personnel Building.

(Rev. 11/06)