

Summary of Duties A Public Information Director plans, develops, and administers a comprehensive public relations, advertising, and information program, for a City department or a major city-wide program; advises management of the potential public relations effect of proposed actions; applies sound supervisory principles and techniques in building and maintaining an effective work force; fulfills affirmative action responsibilities; and does related work.

Distinguishing Features A Public Information Director uses a comprehensive knowledge of the plans and goals of a City department or major City program to direct a staff in the educational and promotional public relations work for a Department which has significant public relations impact or a major City-wide project or program which has extensive public relations requirements. A Public Information Director has considerable initiative in developing public relations campaigns and programs and solving problems. An employee in this class works freely within the limits of established departmental policy and general directives from top management. A Public Information Director exercises independent judgement in advising management on public and community relations matters. A Public Information Director, as a bona fide supervisor, performs the full range of supervisory activities. These include applying discipline, processing and resolving grievances, and evaluating employee performance. This class differs from that of a Principal Public Relations Representative in that the latter supervises a small group of professional and clerical employees engaged in planning and administering a limited departmental public relations program or a portion of a larger program.

Examples of Duties A Public Information Director:

- * Advises management on the potential public relations effect of proposed policies and actions.
- * Helps management to formulate and modify the department's public relations policy.
- * Oversees and coordinates the department's relations with the communications media.
- * Supervises and participates in gathering, preparing, and disseminating information about department policies, services, and activities.
- * Writes or edits promotional or educational material for release to the communications media.
- * Manages the production of public relations material such as exhibits, videos, and slide presentations.
- * Participates in public relations activities, such as publicity and fund-raising functions.

- * Selects, orients, assigns, trains, counsels, and disciplines employees using job-related criteria.
- * Gives employees equal employment/affirmative action information. Helps employees prepare for promotion as described in the City's Affirmative Action Program.
- * Develops and promotes interest in citizen support groups.

- * Writes speeches and speaks before civic and other organizations about department activities.
- * Provides functional direction for public relations projects and activities performed on contract by private companies.
- * Prepares the department's annual, progress, and special reports for management.
- * Prepares an annual budget request for publicity and public relations activities and cost estimates for proposed special activities.

Sometimes does other work for training purposes or to meet technological changes or emergencies.

Qualifications: Incumbents must have the following knowledges and abilities:

A Good Knowledge of:

- * The principles, practices, techniques, and methods of gathering, preparing, and disseminating public information in a large organization.
- * Promotional public relations activities.
The implications resulting from public relations activities on a *City department's effectiveness.
- * Supervisory principles and practices including: planning, delegating, and controlling the work of employees.
- * Techniques for counseling, disciplining, training, instructing, and motivating employees.
- * Techniques for evaluating employee work performance.
- * Procedures for handling grievances.
- * Supervisory responsibility for EEO/AA as set forth in the City's Affirmative Action Program.
- * Effective safety principles and practices.

A Working Knowledge of:

- * Memoranda of understanding as they apply to employees.

A General Knowledge of:

- * Public administration principles.
- * City personnel rules and policies.

The Ability to:

- * Prepare effective news releases, articles, publications, and speeches.
- * Translate ideas and suggestions into an effective public relations program.
- * Effectively advise management in response to public and community concerns.
- * Exercise independent judgment in a variety of crisis and routine situations.
- * Establish and maintain a work environment to enhance both employee morale and productivity.
- * Speak effectively before large groups.
- * Maintain records, prepare reports, budget requests and estimates, and handle administrative details and problems.

Minimum Requirements

One year of full-time paid experience with the City of Los Angeles as a Principal Public Relations Representative or in a class at least at that level preparing and disseminating information using mass communication media.

OR

Two years of full-time paid professional experience in charge of an organization's public relations function. This experience must be in the following areas:

- * Promoting, developing and coordinating a comprehensive public information program.
- * Developing and maintaining contacts with the communications media.
- * Analyzing, planning, preparing, and disseminating information concerning agency policies, services, and activities for release to the communications media.
- * Advising management or clients regarding public information techniques.

Appointment to a position in this class is subject to a one-year probationary period as provided in Section 109 of the City Charter.

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

Physical Requirements A person in this class must be able to lift at least 5 pounds and sometimes over 15 pounds. He/she must have good speaking and hearing ability and good eyesight.

Those with medical limitations may be able to perform the duties of some positions in this class with reasonable accommodation. The decision to accommodate someone's limitations will be made on an individual basis and depends on the types of limitations, what the hiring department can reasonably do to accommodate them, and the specific qualifications for the job.

As provided in Civil Service 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.