

HARBOR PUBLIC AND COMMUNITY RELATIONS DIRECTOR, 9480480

Summary of Duties: Plans and directs the advertising, public and community relations and protocol activities of the Harbor Department; 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 Harbor Public and Community Relations Director formulates and directs, subject to established policies, the complete public and community relations program of the Department, and is held responsible for the results of the program by the General Manager Harbor Department. The Harbor public relations program is educational in nature as it presents to the public and related neighboring communities a continuous report of the current and proposed activities, facilities, and functions of the Department. It is also oriented toward revenue production by promoting the use and patronage of harbor facilities by large commercial enterprises, the shipping industry, and the general public. An employee of this class advises the board and management in connection with the public and community relations impacts of potential or existing policies, decisions and actions. The class of Harbor Public and Community Relations Director is distinguished from that of similar classes in the public relations field by the fact that it requires a specialized knowledge of the activities and facilities of the Harbor Department and the ability to promote the Harbor as a source of public and community service, and revenue for the City.

Examples of Duties: Directs and supervises professional and technical employees engaged in planning and conducting the department's public relations and public information programs including: conducting special events; writing and editing publications; maintaining liaison with the news media and preparing news releases; planning and overseeing the department's advertising program, including advertising contracts; developing films for public and trade relations purposes; conducting tours and making presentations to various groups on the functions of the department; 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; may serve as a host for foreign visitors, dignitaries and clients; personally meets with elected officials, City commissioners, civic leaders, media representatives, and department managers in exchanging information relating to departmental operations; develops and implements the department's public relations policy and practices;

Supervises a group of technical employees engaged in providing

graphicS support for the Department's activities; communicates equal employment/affirmative action information to employees; applies job related criteria in selecting, orienting, assigning, training, counseling, evaluating, and disciplining subordinates; assists employees in preparing for promotion as described in the City's Affirmative Action Program; and may occasionally be assigned to other duties for training purposes, or to meet technological changes or emergencies.

Qualifications: A good knowledge of the principles and practices of planning and directing the public and community relations, advertising and protocol activities for the Harbor Department; a good knowledge of appropriate business practices required to deal effectively with an international clientele; a good knowledge of management, administrative and supervisory concepts required to effectively plan, direct and review the work of a staff of professional, technical and clerical employees; a good knowledge of equal employment opportunity and affirmative action principles; the ability to interact effectively with employees, media representatives, public officials, foreign dignitaries and officials, international business representatives, citizens and homeowner groups; and the ability to communicate effectively orally and in writing.

One year of professional experience as a Public Information Director for the City of Los Angeles; or one year of professional experience as a director, responsible for the work of a group of professional employees engaged in a public relations, public information, media relations, advertising or protocol program is required.

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

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

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

Persons with medical limitations may, with reasonable accommodations, be capable of performing the duties of some of the positions in this class. Such determination must be made on an individual basis in light of the person's limitations, the requirements of the position, and the appointing authority's ability to effect reasonable accommodations to the person's 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.