

AIRPORTS PUBLIC AND COMMUNITY RELATIONS DIRECTOR, 1788

Summary of Duties: Plans and administers or assists in the planning and administration of the public and community relations program of the Department of Airports; and does related work.

Distinguishing Features: An Airports Public and Community Relations Director formulates and directs, or assists in formulation and direction, 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 Airports Department. The Airports 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 producing by promoting the use and patronage of airport facilities by large commercial enterprises, the aviation industry, private flyers, 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 work of an Airports 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 Department of Airports and the ability to promote the Airport as a source of public and community service and revenue for the City.

Examples of Duties: Consults with, and advises Department management and the Board of Airports Commissioners regarding the public and community relations aspects of policies, decisions, actions, and problems affecting the Department; consults with management in formulating a local, national, and international program of public relations as well as a community relations program at the local level; directs or assists in directing a staff engaged in organizing and preparing Department advertising and in preparing material for the press, radio, television, and other media, and for direct general usage by the general public;

Plans and conducts or assists in directing a staff engaged in an air education program which includes arranging tours for youth, educators, and various other groups; arranging and publicizing a program of special events for public education and indoctrination; meeting with, and speaking to civic and industrial groups as a representative of the Department; coordinating the public relations program of the Department with the publicity campaigns of the commercial airlines, furnishing information of both a routine and emergency nature to representatives of the press, radio, television, the general public and the community; maintaining various public relations files pertaining to the interrelationships of the Department and the overall development of aviation; directing a comprehensive community relations

program for the various airports under the jurisdiction of the Department, promoting local acceptance of current and anticipated airport trends, plans and programs for new or expanded facilities, acquisitions and condemnations and their effect and impact on the surrounding areas; apprising the aforementioned groups of current and proposed programs to alleviate noise problems, low flying aircraft, and vehicular traffic congestion, and handling community complaints in person, by telephone, and through correspondence.

Prepares or assists in preparing the annual Department report and various reports to management regarding the public and community relations program; promotes and maintains or assists in the promotion and maintenance of contacts with reporters, publishers, managers, and a variety of other media representatives; and may occasionally be assigned to other duties for training purposes or to meet technological change or emergencies.

Qualifications: A good knowledge of the problems and requirements for administering a large scale public and community relations program for municipally-owned airport facilities; a good knowledge of the history, policies, organization, functions, and objectives of the Department of Airports; a good knowledge of the national and local implications of the growth of air transportation and the aviation industry; a good knowledge of the community impact of acquisition and condemnation programs, noise problems, low flying aircraft, and vehicular traffic congestion; a good knowledge of the laws, ordinances, and regulations which relate to the operation of the Department of Airports; a working knowledge of the laws and regulations related to equal employment opportunity and affirmative action; a general knowledge of other large national and international airports; a general knowledge of safety principles and practices; a general knowledge of City personnel rules, policies, and procedures; a general knowledge of memoranda of understanding as they apply to subordinate personnel; the ability to translate ideas and suggestions into an effective public and community relations and advertising program, utilizing a wide range of promotional and informational channels; the ability to deal tactfully and effectively with operating officials; ability to direct a staff in carrying out informational, educational, and promotional programs especially during emergency periods; ability to write and speak effectively before large groups; and ability to maintain records, make reports, prepare budgets, and handle administrative detail and problems.

Two years of professional experience in public and community relations as a Principal Public Relations Representative or in a class which is at least at that level are required.

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: Strength to perform lifting up to five pounds and occasionally over 15 pounds; and 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 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 the duties of any position shall be.