



City of Los Angeles

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City of Los Angeles Personnel Department

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PRINCIPAL PUBLIC RELATIONS REPRESENTATIVE

Class Code: 1786

Open Date: 03-21-14

ANNUAL SALARY

\$68,047 to \$84,564

The salary in the Department of Water and Power is \$94,941 to \$117,972; \$105,297 to \$130,813; and \$113,106 to \$140,522.

Candidates from the eligible list are normally appointed to vacancies in the lower pay grade positions.

NOTE:

For information regarding reciprocity between the City of Los Angeles departments and LADWP, go to http://per.lacity.org/Reciprocity_CityDepts_and_DWP.pdf.

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 workforce; and fulfills equal employment opportunity responsibilities.

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.
3. Candidates may substitute experience as described above for the specific academic credit required in Requirement #1. Each year of professional paid experience in these fields may be substituted for completion of 12 semester units or 18 quarter units from the fields of study required.

NOTES:

1. In addition to the regular City application form, each candidate is required to complete the Principal Public Relations Representative Qualifications Questionnaire at the time of filing. The Principal Public Relations Representative Qualifications Questionnaire is located within the Supplemental Questions Section of the City application. Applicants who fail to complete the Qualifications Questionnaire will not be considered further in this examination, and their application will not be processed.
2. Applicants who lack six months or less of the required experience may file for this examination. However, they cannot be appointed until the full experience requirement has been met.
3. Applicants must list their school name and location, course titles with number of semester or quarter units, and completion dates for each course claimed as qualifying in the free-flowing text box which will appear after the Work Experience section of the on-line application. Applicants with a degree from a recognized four-year college or university in public relations, journalism, or mass communication are not required to list individual courses but must include the title of the major, school name and location, and completion date.
4. For qualifying work experience gained outside of the City of Los Angeles, the term "professional experience" applies to positions that require possession of a degree from a recognized four-year college or university in order to obtain that position. Therefore, to be considered "professional", non-City qualifying experience must be gained in positions after obtaining a four-year degree.
5. Some positions may require a valid California driver's license. Candidates may not be eligible for appointment to these positions if their record within the last 36 months reflects three or more moving violations and/or at-fault accidents, or a conviction of a major moving violation (such as DUI).

WHERE TO APPLY

Applications will only be accepted on-line. When you are viewing the on-line job bulletin of your choice, simply scroll to the top of the page and select the "Apply" icon. On-line job bulletins are also available at <http://agency.governmentjobs.com/lacity/default.cfm?promotionaljobs=1> for Promotional Examinations.

NOTE:

Applicants are urged to apply early to ensure you have time to resolve any technical difficulties and to have course work information, if required, with you before you go on-line to file your application.

AN EQUAL EMPLOYMENT OPPORTUNITY EMPLOYER

APPLICATION DEADLINE

Applications must be received by **THURSDAY, APRIL 3, 2014.**

SELECTION PROCESS

Examination Weight: Interview 100%

The examination score will be based entirely on the interview. In the interview, emphasis may be placed on the adequacy of the candidate's experience, training and personal qualifications as they provide knowledge of: the principles, techniques and methods suitable for the preparation and dissemination of information concerning a municipal agency; emerging trends in public relations, social media and marketing; specialized techniques applicable to news and feature writing for informational media; management policies and procedures used in event planning; effective problem solving techniques; sound supervisory principles, practices and techniques, including Equal Employment Opportunity responsibilities; City personnel rules, policies and procedures; safety principles and practices; and the ability to design and conduct public opinion research programs; perform highly responsible public relations work, including crisis management; communicate effectively and deal tactfully with representatives of the news media, officials, members of the public, groups and individuals; and other necessary skills, knowledge and abilities.

The Qualifications Questionnaire will not be separately scored, but will be considered by the interview board in evaluating each candidate's qualifications. Candidates may expect the interview panel members to discuss this information during the interview. Qualifications Questionnaires submitted by candidates on the day of the interview will not be accepted for presentation to the interview board.

Candidates will be notified by mail of the date, time, and location of the interview, which will be held in Los Angeles. It is anticipated that interviews will begin during the period of **MAY 26, 2014 to JUNE 6, 2014.**

NOTES:

1. An employee in this class may be subject to weekend and evening work assignments.
2. Applications are accepted subject to review to ensure that minimum qualifications are met. Candidates may be disqualified at any time if it is determined that they do not possess the minimum qualifications stated on this bulletin.
3. As a covered entity under the Fair Employment and Housing Act and Title II of the Americans with Disabilities Act, the City of Los Angeles does not discriminate on the basis of disability and upon request, will provide reasonable accommodations to ensure equal access to its programs, services, and activities. To request a disability accommodation, please complete the Disability Accommodation Form within 14 calendar days of the submittal of the City application. The Disability Accommodation Form can be obtained at http://per.lacity.org/exams/verify_disability.pdf.
4. A final average score of 70% is required to be placed on the eligible list.
5. You must have received a regular appointment to a City position or be on a reserve list to file on a promotional basis.
6. Seniority credit at the rate of 0.25 of a point for each year of continuous service will be added to the weighted test score of each candidate.
7. If in accordance with the Rule of Three Whole Scores all applicants are eligible for appointment consideration, the examination will consist entirely of an evaluation of the candidates' City applications by Personnel Department staff to ensure that the minimum qualifications have been met.

THIS EXAMINATION IS TO BE GIVEN ONLY ON AN INTERDEPARTMENTAL PROMOTIONAL BASIS

The City of Los Angeles does not discriminate on the basis of race, religion, national origin, sex, age, marital status, sexual orientation, gender identity, gender expression, disability, creed, color, ancestry, medical condition (cancer), or Acquired Immune Deficiency Syndrome.