



City of Los Angeles

A great place for a career

City of Los Angeles Personnel Department

per.lacity.org

PUBLIC INFORMATION DIRECTOR

Class Code: 1800

Open date: 06-20-14

ANNUAL SALARY

\$89,804 to \$111,561 and \$105,506 to \$131,084

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

DUTIES

A Public Information Director plans, develops, and administers a comprehensive public relations, marketing, and information program for a City department or a major Citywide project; serves as spokesperson for the department or project; advises management of the potential public relations effect of proposed actions; assists and serves the community through outreach efforts; engages and interacts with the media; applies sound supervisory principles and techniques in building and maintaining an effective work force; and fulfills equal employment opportunity responsibilities.

REQUIREMENTS

1. Two years 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 in the preparation and dissemination of information using mass communications media, experience in crisis management or community relations activities; or experience in engaging and interacting with the media; or
2. A bachelor's degree from a recognized four-year college or university including 24 semester or 36 quarter units in public relations, journalism, mass communications, writing or English and five years of full-time paid professional experience responsible for an organization's public relations or news writing, media relations, community relations, public relations events or general public relations function, which includes one or more of the following: interaction with the communications media and/or general public; experience in analyzing, planning, preparing and disseminating information to publicly promote programs or communicate organizational policies; preparing cost estimates for public relations/outreach programs or projects; and experience interacting with or advising management or clients regarding public information techniques.

NOTES:

1. 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.
2. Applicants who lack six months or less of the above required experience may file for this examination. However, they cannot be appointed until the full experience requirement is met.
3. Some positions may require a valid California driver's license. Applicants will be disqualified and not eligible for hire if within the past 36 months they were convicted of a major moving violation, such as driving under the influence of alcohol and/or drugs, and may be disqualified if there are three or more moving violations and/or at-fault accidents within the past 36 months.

WHERE TO APPLY

Applications will only be accepted online. **When you are viewing the online job bulletin of your choice, simply scroll to the top of the page and select the "Apply" icon.** Online job bulletins are also available at <http://agency.governmentjobs.com/lacity/default.cfm> for Open Competitive Examinations and 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 issues you may encounter.

APPLICATION DEADLINE

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

AN EQUAL EMPLOYMENT OPPORTUNITY EMPLOYER

In accordance with Civil Service Rule 4.2, all applicants who apply may not be tested in this examination. To meet anticipated hiring needs, only a limited number of qualified applicants will be invited to participate in the interview in the following order: 1) Los Angeles City Promotional applicants who meet the minimum requirements. You must have received a regular appointment to a City position or be on a reserve list to apply for this examination as a promotional candidate; 2) Applicants currently employed by the City of Los Angeles on a part-time or exempt basis who meet the minimum requirements; 3) Remaining applicants who meet the minimum requirements in sufficient numbers to meet hiring needs in the order that applications were received. Applications submitted during the filing period will be kept on file for two years from June 20, 2014 in the event that additional applicants need to be tested to meet hiring needs.

EXPERT REVIEW COMMITTEE

Should a large number of qualified candidates file for this examination, an expert review committee may be assembled to evaluate each candidate's qualification for the position of Public Information Director. In this evaluation, the expert review committee will assess each candidate's training and experience based upon the information in the candidate's City employment application and the Qualifications Questionnaire. Those candidates considered by the expert review committee as possessing the greatest likelihood of successfully performing the duties of a Public Information Director, based solely on the information presented to the committee, will be invited to participate in the interview.

SELECTION PROCESS

Examination Weight: Interview 100%

The examination will consist of an evaluation of professional and personal qualifications by interview. In the interview, candidates will be assessed on their knowledge of: the principles and practices of gathering, preparing, and disseminating public information in a large organization that serves a diverse community; promotional public relations activities; the implications resulting from public relations activities on an organization's effectiveness; principles and practices of supervision including planning, delegating, counseling, disciplining, training, motivating, evaluating employees, and equal employment opportunity; the ability to: translate ideas and suggestions into effective public relations presentations, materials, or campaigns; develop/implement media and community relations; develop and implement social media campaigns; effectively pitch stories to and follow up with media; advise management in response to public concerns; exercise independent judgment in a variety of routine and crisis situations; maintain job-related records, prepare reports, budget requests, and estimates and handle administrative details and problems; work and produce public relations materials under stringent deadlines; speak effectively to individuals and large groups; interact tactfully and effectively with coworkers, subordinates, management, representatives from inside the City, print and broadcast media, and the public on a daily basis; and other necessary knowledge, skills, and abilities.

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 the interviews will begin during the period of **AUGUST 18, 2014 to AUGUST 29, 2014.**

NOTES:

1. Appointment to this position is subject to a one-year probationary period as provided in Section 1011 of the City Charter.
2. The promotional list will ordinarily be used ahead of the open competitive list. However, if open competitive candidates receive a higher score, without military credits, than the highest available promotional candidate, after adding 0.25 of a point seniority credit for each year of service, the Civil Service Commission, upon request of the appointing authority, may approve certification of such open competitive candidates ahead of the promotional candidates.
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. 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.
5. A final average score of 70% is required to be placed on the eligible list.
6. You must have received a regular appointment to a City position or be on a reserve list to file on a promotional basis.

Notice:

If you receive and accept an offer of employment to a regular position with the City of Los Angeles, your employee benefit coverage (including health and dental coverage as well as life insurance) will commence approximately six weeks after your original regular appointment. Not all positions in the City receive benefit coverage; you should inquire regarding the availability of employee benefits prior to accepting a position.

THIS EXAMINATION IS TO BE GIVEN BOTH ON AN INTERDEPARTMENTAL PROMOTIONAL AND AN OPEN COMPETITIVE 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.