



City of Los Angeles

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City of Los Angeles Personnel Department

per.lacity.org

PUBLIC RELATIONS SPECIALIST

Class Code: 1785

Open Date: 03-28-14

ANNUAL SALARY

\$49,840 to \$61,930 and \$56,918 to \$70,699.

The salary in the Department of Water and Power is \$65,855 to \$81,828; \$71,910 to \$89,345; \$72,996 to \$90,681; \$79,845 to \$99,200; and \$82,246 to \$102,186.

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

Public Relations Specialists utilize various techniques in the preparation and dissemination of material regarding City activities for informational or educational purposes; and may coordinate public relations events or programs.

REQUIREMENTS

1. Graduation from a recognized four-year college or university and completion of at least 24 semester or 36 quarter units in public relations, journalism, or mass communication.
2. Full-time paid professional experience in the fields of journalism, public relations, or media relations may be substituted for the required coursework in Requirement #1. Each year of professional paid experience in these fields may be substituted for completion of 12 semester or 18 quarter units from the fields of study required.

NOTES:

1. **Candidates must achieve a passing score on the qualifying written test in order to be called for subsequent portions of the examination.**
2. To meet the requirements of this examination, the 24 semester or 36 quarter units in the above fields must be completed at a recognized college or university or be transferable to a recognized college or university.
3. 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.
4. College seniors in their final semester/quarter, who are currently enrolled in the coursework that would fulfill the above requirements, may apply, however they cannot be appointed until proof of graduation and completion of the required units is submitted.
5. Some positions may require a valid California driver's license prior to appointment. 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 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.

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 submitted on-line by **THURSDAY, APRIL 10, 2014.**

NOTE:

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 written test in the following order: 1) Applicants currently employed by the City of Los Angeles who meet the minimum requirements, or are on a reserve list; 2) 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 March 28, 2014 in the event that additional applicants need to be tested to meet hiring needs.

SELECTION PROCESS

Examination Weight:	Written Test	Qualifying
	Essay	Advisory
	Interview	100%

The examination will consist of a qualifying multiple choice test, advisory essay, and an interview. In the qualifying written test, which will consist of multiple choice questions, candidates may be examined for the knowledge of: public relations concepts, principles, techniques, and methods; techniques applicable to news and feature writing for mass media; composition, layout, and production of outreach materials; graphic arts and printing methods and materials; advertising writing, layout, production, and placement; proper English grammar, punctuation, spelling, and vocabulary; the ability to utilize social media outlets; translate concepts, ideas, and suggestions into practical and effective public relations programs; communicate in writing complex and technical information in lay terms clearly and concisely; and other necessary skills, knowledge, and abilities.

On the same day as the qualifying written test, candidates will be required to prepare some written material relating to the work of a Public Relations Specialist. This material will not be separately scored, but will be presented to the interview panel for discussion with the candidates and for consideration in the overall evaluation of the candidates' qualifications. Candidates who do not pass the written test and/or do not complete the advisory writing exercise will not be invited to the interview and will be considered to have failed the entire examination.

Candidates will be notified later by mail of the time and location of the qualifying written test and advisory essay, which will be held in a single half-day session in Los Angeles, on **SATURDAY, MAY 31, 2014**.

Passing Score for Qualifying Written Test

The passing score for the qualifying written test will be determined by Personnel Department staff after the qualifying written test is administered. Consideration will be given to the number of candidates taking the test and the existing and anticipated number of vacancies, such that there are a sufficient number of eligibles on the list to satisfy current and future vacancies for the next two years. **Therefore, the passing score for the qualifying multiple-choice written test may be set either above or below 70%.**

All candidates who pass the qualifying multiple-choice written test and complete the advisory essay will be invited to participate in the interview.

The examination score will be based entirely on the interview. In the interview, emphasis may be placed on the candidate's experience, training and personal qualifications as they demonstrate knowledge of: public relations concepts, principles, and techniques; social media outlets; ability to direct and coordinate the work of groups of employees and volunteers engaged in public relations activities; coordinate public relations events or programs; manage and prioritize multiple assignments; tactfully and effectively elicit opinions, ideas, and facts from others; communicate effectively both orally and in writing; deal tactfully and effectively with the public, representatives of the media, government officials, employees, and management; and other necessary skills, knowledge, and abilities.

NOTES:

1. This examination is based on a validation study, and as provided by Civil Service Commission Rule 4.20, the written test will not be subject to candidate inspection.
2. An employee in this position may be subject to weekend and evening work assignments.
3. 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.
4. 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.
5. A final average score of 70% in the interview portion of the examination is required to be placed on the eligible list.

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 ONLY ON 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.