



# CIVIL SERVICE COMMISSION CITY AND COUNTY OF SAN FRANCISCO

## CIVIL SERVICE COMMISSION REPORT TRANSMITTAL (FORM 22)

Refer to Civil Service Commission Procedure for Staff - Submission of Written Reports for Instructions on Completing and Processing this Form

1. Civil Service Commission Register Number: 44155 - 23/24 -
2. For Civil Service Commission Meeting of:
3. Check One:   
 Ratification Agenda   
 Consent Agenda   
 **Regular Agenda X**   
 Human Resources Directors Report
4. Subject: SFPUC Follow Up to PSC #44155-23/24: Communications and Community Engagement Support
5. Recommendation: Adopt the report, and continue as planned, to use contracted vendor.
6. Report prepared by: Jessica Wong Telephone number: (628) 237-7733
7. Notifications: **(Attach a list of the person(s) to be notified in the format described in IV. Commission Report Format -A).**
8. Reviewed and approved for Civil Service Commission Agenda:  
Human Resources Director:   
Date: January 22, 2025
9. Submit the original time-stamped copy of this form and person(s) to be notified (see Item 7 above) along with the required copies of the report to:

**Executive Officer  
Civil Service Commission  
25 Van Ness Avenue, Suite 720  
San Francisco, CA 94102**

10. Receipt-stamp this form in the ACSC RECEIPT STAMP box to the right using the time-stamp in the CSC Office.

**CSC RECEIPT STAMP**

Attachment

CSC-22 (11/97)

## Notifications

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## **MEMORANDUM**

**Date:** January 24, 2025

**To:** San Francisco Civil Service Commission (CSC)

**From:** San Francisco Public Utilities Commission (SFPUC)  
Human Resources Services (HRS)

**RE:** **CSC Notice of Action – Item 4 PSC # 44155-23/24 Review**

### Background

At the Civil Service Commission (CSC) meeting held on May 20, 2024, the CSC approved PSC #44155-23/24 with the condition that the San Francisco Public Utilities Commission (SFPUC) review the options to bring the work identified in the contract in-house and report back to the CSC within 3-6 months. The SFPUC is currently overseeing major projects and initiatives like construction along the Geary Blvd. corridor, activation of the Southeast Community Center, and enrollment into discount programs such as the Customer Assistance Program. These all require as-needed/intermittent and specialized technical services to address surge needs in outreach, communications, community engagement, market research, event planning, marketing, and advertising. Work performed under this agreement has a special emphasis on communities that have been historically underserved or face systemic barriers in San Francisco and supports the agency's racial equity plan and goals.

Please note, the delay in reporting to the CSC was due to a mix-up of PSC #s.

### Issues

The SFPUC requires as-needed and specialized technical services in communications and outreach that are not performed by city classifications. Without this adequate intermittent and specialized support, merchants and residents near major construction projects may not have the notice and support they need; customers struggling to afford their utility bills may not have access to information about discount programs; and major initiatives like drought informational campaigns or rates campaigns will not be fully executed.

### Authority/Standards

This matter falls under the scope of the Civil Service Commission's Policy on Personal Service Contracts (**Exhibit A**), which states:

*If an existing civil service class of employees could perform the work a department proposes to contract out, the Commission may approve a request*

OUR MISSION: To provide our customers with high-quality, efficient and reliable water, power and sewer services in a manner that values environmental and community interests and sustains the resources entrusted to our care.

**Daniel L. Lurie**  
Mayor

**Kate H. Stacy**  
President

**Joshua Arce**  
Vice President

**Avni Jamdar**  
Commissioner

**Steve Leveroni**  
Commissioner

**Dennis J. Herrera**  
General Manager



*if the department demonstrates an exception is warranted. For example, the Commission may approve contracting out of services if there is only a short-term or intermittent need for the work.*

## Findings

### *PSC Contracted Work*

A personal services contract (**Exhibit B**) was approved to obtain marketing services and media buying support from a consultant. Marketing services include expert market research like conducting polls, developing surveys, complex data analysis, and leading focus groups in other languages. Media buying entails the purchasing of effective and modern social and digital advertisements on outlets like Facebook, Instagram, or Google. This often requires a credit card to be put on file directly with the vendor on their platform. Payment is based on performance of the ad rather than a model where one ad is purchased for a pre-determined price. Under the City's current purchasing procedures, employees have no access to a credit card, cannot prepay for deliverables, and can only work with approved City vendors through a formal Purchase Order process, which does not include the ability to adapt to modern advertising purchasing. The ability to put social and digital ads out to the public is critical to the success of the Communications Department. Social and digital ads are substantially more impactful and more cost effective than traditional print advertising. Therefore, purchasing advertisements on modern outlets requires the assistance of consultant media buyers. In summary, these areas of expertise cannot be performed by civil service classes at the SFPUC.

Additionally, the services required in support of the projects such as construction along the Geary Blvd. corridor, activation of the Southeast Community Center, and enrollment into discount programs such as the Customer Assistance Program (CAP) will only require as-needed and intermittent marketing and communications support. For example, the CAP is an existing SFPUC program, but the marketing work to publicize and encourage enrollment are not predictable and is decided based on criteria such as current enrollment status, whether account shut-offs are being implemented, as well as alignment with SFPUC rate planning. This is an example of one project out of many other projects that would require similar type of as-needed communications support. While the hours required to perform this work cannot be set, the type of work for each project is determined to be as-needed support based on each project's needs and will not require full time work.

## Discussion and Analysis

### *Feasibility of In-House Classifications*

The Request for Proposal (RFP) requires specialized services including the demonstrated ability to serve as a media buyer and to place and monitor ads for campaigns with a minimum purchase of \$100,000 at a time.

Currently, the SFPUC External Affairs, Communications team employs the following relevant classifications:

- 1312 Public Information Officer
- 1314 Public Relations Officer
- 9251 Public Relations Manager

- 9252 Communications Specialist.

These Public Relations and Communications classifications perform communications and media related work for the SFPUC such as developing print and digital communications, preparing materials and speeches for press conferences, and conducting special events.

Other job classifications identified:

- 1820 Junior Administrative Analyst
- 1822 Administrative Analyst
- 1842 Management Assistant
- 1844 Senior Management Assistant
- 1802 Research Assistant

The Administrative Analyst classifications perform analytical work related to program evaluation and planning. The essential duties for Class 1820 include conducting surveys, research, and quantitative and qualitative data analysis. Class 1822 also includes essential duties of data analysis, but performs more complex level of duties than Class 1820. The Management Assistant series, Class 1842 Management Assistant and Class 1844 Senior Management Assistant performs complex administrative duties and management of department specific programs and functions. One of the essential duties for Class 1842 and 1844 is to perform a variety of research and reporting functions including conducting surveys and needs assessments, compiling and analyzing data, and presenting data in presentations and groups. Another classification, Class 1802 Research Assistant, also performs research, data analysis, and conducts interviews to gather data. The Administrative Analyst, Management Assistant, and Research Assistant classifications could potentially perform the duties of conducting polls, developing surveys, complex data analysis, and leading focus groups in other languages to provide marketing services support (**Exhibit C**).

Although the SFPUC currently employs communications and media classifications and there are other City classifications that could perform the related work, the contractor required for this work involves expertise in marketing, market research, and advertising experience centered in underserved communities, which will require only as-needed services. Additionally, the work requires the purchase of effective and modern advertisements, which currently cannot be accomplished through the City current purchasing procedures. Even if exempt as-needed staff were hired to perform as-needed duties, they would not be able to purchase advertisements on Facebook, Instagram, or Google, for example. Therefore, it would not be feasible to use civil service class positions for this as-needed and specialized technical assistance.

### Conclusion

The use of a specialized consultant allows for as-needed and specialized technical assistance in communications and outreach for SFPUC projects and initiatives, with a specific focus on communities that have been historically underserved or face systemic barriers in San Francisco. Hiring new or existing City staff is not feasible due to as-needed, intermittent services required, the specific marketing expertise required, and City's current purchasing procedures that precludes the purchase of modern and effective advertisements.

Recommendation

For the reasons outlined above, the SFPUC recommends proceeding with the PSC as planned. There is no existing classification and staffing budget available to hire new or existing exempt staff for purposes of the work outlined in the contract.

Attachments:

- [A] CSC Policy on Personal Service Contracts
- [B] Personal Services Contract Summary
- [C] 1312, 1314, 9251, 1820, 1822, 1842, 1844, 1802 Classification Specifications



## CIVIL SERVICE COMMISSION CITY AND COUNTY OF SAN FRANCISCO

LONDON N. BREED  
MAYOR

**EXHIBIT A**

# Policy of the Civil Service Commission on Personal Service Contracts

## I. Introduction

This memorandum shall serve as a comprehensive guide to the Civil Service Commission's ("Commission") policies on Personal Service Contracts ("PSCs"), as updated and adopted for posting by the Commission at its meeting on November 6, 2023. This memorandum shall supersede all previously-issued memoranda on PSCs.

The Commission previously delegated to the Department of Human Resources ("DHR") the authority to update and issue to departments instructions for PSC submissions, consistent with the Commission's policies. The Commission continues to delegate this authority and invites DHR to amend its PSC submission guidelines to correspond to this updated Policy.

The Commission has adopted a number of policies and procedures on PSCs over the years, including in 1994, 1996, 2007, 2013, and 2014. This update is intended to clarify the types of PSCs the Commission considers, the types of approval the Commission may grant, and to modify submission guidelines in recognition of changes in technology and Citywide processes.

Although the Commission is again updating its policies and procedures on PSCs, it is important to note that the Policy will continue to include the following critical components: a streamlined Commission approval process; notice requirements to ensure transparency and accountability; an appeal procedure to ensure merit system oversight; an approval option consistent with the City's budgetary time frames and process; and a list of compelling circumstances that may be considered in approving requests to contract out personal services.

## II. Role of the Civil Service Commission in Approving PSCs

San Francisco's Charter mandates the Civil Service Commission "adopt rules, policies and procedures to carry out the civil service merit system." Consistent with this mandate and many years of judicial and legislative history in California, the Commission is authorized to set policy on the review of proposals to contract out work that could be performed by City employees. With DHR, the Commission reviews departmental proposals to determine whether the scope of work to be contracted out can or should be performed by civil service employees.

The Commission's role is distinguished from the roles of City departments, other commissions, and the Office of Contract Administration. *It is not the Commission's role to be involved in the selection of individual contractors or the cost of such services.* The role of the Commission is to determine whether contracting out is warranted. The selection of the individual contractor is done by City departments, with oversight and final decision-making authority exercised as appropriate by stakeholder departments vested with such authority.

If an existing civil service class of employees *could* perform the work a department proposes to contract out, the Commission may approve a request if the department demonstrates an exception is warranted. For example, the Commission may approve contracting out of services if there is only a short-term or intermittent need for the work. This memorandum sets out the criteria the Commission will consider to determine if the scope of services is appropriate for contracting out.

If there is no existing civil service class of employees that could perform the scope of work a department proposes to contract out, the Commission's role is to determine whether a new classification should be established to perform that type of work. If it is not presently

feasible to do so, the Commission may grant continuing approval to contract out the work until or unless a new classification is established.

Where a department *must* contract out work to comply with legal mandates and where it is therefore *not* possible for a classification of City employees to perform the work *or* for a new class to be established, there is no requirement that the Commission review or approve the scope of work. This Policy aligns with current law and practice and this memorandum seeks to clarify examples of these types of contract to enable departments to clearly identify when Commission approval is required and when it is not.

### **III. Types of Personal Services That May Be Contracted Out**

#### **A. Services That Could Be Performed by an Existing Class but for Which There is a Compelling Reason to Contract Out**

With some exceptions noted below, the Commission is responsible for reviewing the scope of services departments seek to contract out. If there is an existing civil service class that can perform the type of work required, departments must seek approval from the Commission. Departments seeking such approval must demonstrate a compelling basis to contract out. Examples of compelling factors that may be considered appropriate for contracting out include:

1. Immediately needed services to address unanticipated or transitional situations, or services needed to address urgent situations that do not rise to the level of an “emergency”;
2. Short-term or capital projects requiring diverse skills, expertise, and/or knowledge;
3. Services required on an as-needed, intermittent, or periodic basis (e.g., peaks in workload); or
4. Circumstances where there is a demonstrable potential conflict of interest (e.g., independent appraisals, audits, inspections, third party reviews and evaluations).

This is a non-exhaustive list of potential reasons a department may seek Commission approval to contract out services that might otherwise be performed by a current class of civil service employees. Departments should endeavor to provide the Commission with any relevant information to allow it to determine whether a compelling reason exists that warrants contracting out. In particular, departments should consider whether it is possible to hire additional City employees to perform the needed work or should explain why additional hiring is not feasible or possible.

#### **B. Services That Cannot Be Performed by an Existing Class**

Where there is no current class of civil service employees with the duties and responsibilities needed to perform the work a department is seeking to contract out, the Commission’s responsibility is to determine whether it is both advisable *and* feasible to establish a new class. Factors the Commission may consider in determining whether to establish a new class include, but are not limited to:

1. Whether the services are short-term, non-repetitive, or so specialized and unique that they could not be appropriately performed by City personnel;
2. Whether the services require resources the City lacks, such as facilities or equipment that must be run by a specially trained operator;
3. Whether regulatory or legal requirements preclude the use of an existing classification of City employees to perform the work; or

4. Whether future funding is so uncertain that creating a new class to complete the necessary work is not advisable.

In cases where the Commission determines it is not currently advisable to establish a new classification of City employees to perform the needed work, the Commission may grant continuing approval (described in more detail below).

### **C. Contracts That Do Not Require Commission Approval**

There are a variety of service contracts that do *not* require Commission approval or review, either because there is a law or regulation that expressly exempts them from Commission review, there is a past policy decision by the Commission exempting the contracted service, or the personal services cannot otherwise be performed by City employees, either now or in the future. Based on the cited legal authorities and as a matter of policy, the Commission finds that the types of transactions listed below do not require Commission approval.

These transactions may still be subject to oversight by departments or their commissions as well as the Office of Contract Administration (“OCA”). For those categories of contracts that are processed by OCA (items 5, 6, 8, and 12 below), the exemptions from Commission review are conditioned upon entry of those contracts, and the specification of the exemption claimed, into the PSC database. Data about the exemptions claimed must also be made available to the public. Members of the public who believe that a department has improperly claimed a contract is exempt from the Commission’s PSC review may request a Civil Service Commission inspection. The Commission will continue to monitor how this policy is implemented and continues to reserve the right to further modify the policy in the future.

The types of transactions exempt from Commission review under this policy are:

1. Public works contracts under Chapter 6 of the Administrative Code that are not for professional services;
2. Grants under Administrative Code Chapter 21G;
3. Contracts between the City and other government entities;
4. Proposition J contracts based on the Board of Supervisors’ annual approval (Charter § 10.104-15);
5. Off-the shelf proprietary software, including software as a service (SaaS), and corresponding standard support, so long as (a) the City has no legal access to the software’s code and (b) the purchase does not require services beyond support that is required to ensure the software’s operability;
6. Contracts for repair, maintenance, or similar services related to the purchase of software and equipment that must be performed by the manufacturer such as, for example, where such services cannot be completed by City employees without voiding the warranty;
7. Delegated Department Purchasing (“Prop Q”) for one-time purchases of commodities or general services up to the dollar amount stated in Regulation 21.5(a) (currently \$10,000, including tax and shipping) (*see* Admin. Code § 21.03(a));
8. Contracts where state or Federal funding requirements specify use of non-City personnel;
9. Contracts for health and human welfare services where a City board or commission, the City Administrator, Controller, or the Mayor has determined that

contracting is the most effective way to provide services (2014 CSC Policy on PSCs);

10. Contracts where the Retirement Board has determined that contracting is the most effective way to deliver investment management and actuarial services (2014 CSC Policy on PSCs);
11. Health Service System contracts for employee and retiree health benefits;
12. Contracts for services incidental to the purchase of goods, such as shipping or installation, up to the dollar amount stated in Regulation 21.5(a) (currently \$10,000, including tax and shipping) (*see* Admin. Code § 21.03(a)); and
13. Contracts approved by the City Attorney for legal and litigation services or contracts entered into pursuant to settlement of legal proceedings.

#### **IV. DHR's Role in Approval of PSCs**

##### **A. Contracts That Are Delegated to DHR for Review (“Expedited PSCs”)**

DHR receives all requests for PSCs and modifications to previously approved PSCs and then posts and forwards to the Commission requests for PSCs in excess of \$200,000 or that otherwise require Commission approval under this Policy or applicable memorandum of understanding with a labor union.

Departmental misuse of Expedited PSCs is prohibited. For example, a department may not use multiple PSCs for the same scope of services that cumulatively exceed \$200,000. Expedited PSCs where funding is added so that the total exceeds \$200,000 and requests to modify and approved Expedited PSC so that the amount exceeds \$200,000 must also be approved by the Commission.

##### **B. PSC Database**

Each City department that regularly utilizes PSCs must designate a departmental PSC coordinator. The PSC coordinator must work with DHR to ensure that all PSCs contracts are properly entered into the PSC Database. DHR is responsible for maintaining the database and establishing procedures for data entry. Departments are responsible for entering into the database all requests to contract out and all PSCs. The PSC Database will be used to ensure timely and adequate notice to the public and labor unions of requests to contract out and allow the Commission to audit overall City PSC contracting to ensure the integrity of the civil service system.

Departments may submit proposed PSCs for approval as soon as the need arises and prior to the award of any contract. Departments should submit one request for a specific service regardless of the number of vendors that may ultimately fulfill that service. Departments must also specify within the PSC Database what duration they are requesting for the PSC approval (e.g., one year, 18 months, three years, etc.). Where the duration sought is greater than five years, the department should include the date(s) it expects to report back to the Commission, as set forth in Section VIII below. Departments should expect to report back no less than every four years, which shall be noted on the Commission's notice of meeting and agenda.

When submitting a PSC request, departments should keep in mind the purpose of the Commission's review. Background material and information must be included to clearly and sufficiently describe the specific personal service to be provided. It is crucial to clearly and adequately explain why City employees cannot perform the services being requested in the PSC. Departments should also remember that, in the interest of transparency, the description of the scope of work to be performed should be clear and specific so that a member of the public can understand what service will be contracted out.

### **C. Notice and Posting**

Departments are required to notify affected labor unions of a department's request for a new or modified PSC in compliance with the applicable memorandum of understanding. DHR is responsible for creating and maintaining policies and practices to ensure unions are given timely and adequate notice under the terms of those agreements. Departments must comply with those procedures and practices. A copy or other proof of the notice from the department to the applicable union(s) must be included with any submission to the Commission for approval of a PSC.

DHR is also responsible for posting requests for new or modified PSCs on its website for seven calendar days. The posting must include at least the PSC number, the estimated amount, the scope of work to be considered, and the estimated duration. The posting period may run concurrently with the notice period for unions. Where a PSC application is modified subsequent to posting, the modified posting must be available to the public for at least seven calendar days.

## **V. Approval of PSC Requests**

### **A. Types of Commission Approval**

#### **1. Regular Approval**

The Commission will grant regular approvals for PSCs where continuing approvals do not apply. The Commission may place conditions on its approval, such as requiring periodic reporting from the department or reducing the requested duration of the contract.

#### **2. Continuing Approval**

Continuing approval is granted by the Commission when the work to be contracted out cannot currently be completed by an existing class of City employees, it is not currently feasible to establish a new class to do the work, and a special circumstance, such as a legal mandate or a very highly specialized service, make it foreseeable that these criteria will continue to exist for an indefinite or lengthy period of time. Continuing approval is valid until revoked by the Commission.

Unless otherwise authorized by the Commission, in the event that the Commission revokes its continuing approval for a PSC, a department may not execute on any new contracts under that PSC approval, nor may a department increase the duration or amount of, or expand upon, the scope of personal services contracted out under any contracts executed under that PSC approval. Revoking a continuing approval shall not terminate contracts executed under that PSC approval or otherwise modify the City's existing contractual obligations.

### **B. Duration of Approval**

The first contract under an approved PSC must be executed within 18 months from the date the Commission approves the PSC request. If the department still wishes to contract out personal services but fails to contract within the 18-month period, the department must submit a new request for PSC approval. Such requests must include a copy of the previously approved PSC and an explanation as to why the department was unable to execute a contract under the PSC within the 18-month deadline. Departments seeking PSCs in excess of five years must adequately justify the length of the requested PSC by, for example, including information about why a lengthier contract will benefit the City.

### **C. Modifications to Commission Approval**

A department may only contract out personal services for the duration, amount, type, and scope of services specified in the approved PSC. Departments are required to submit a request to modify the PSC when the circumstances of the original request change. The following are

changes that require Commission approval. All other changes may be submitted to DHR for approval unless otherwise specified by the Commission with respect to a particular PSC.

1. Changes to the type or scope of service provided under a PSC approved by the Commission;
2. Changes in legal requirements for contracting under a PSC approved by the Commission;
3. Increases over 50% of the Regular PSC contract amount last approved by the Commission or the Expedited PSC contract amount if the requested increase amount will exceed the \$200,000 DHR threshold; or
4. Extensions beyond the estimated term approved by the Commission where the duration of the amended PSC will be three years or longer relative to the duration last approved by the Commission.

#### **D. Retroactive Requests for Extensions**

The Commission recognizes that there may be rare circumstances when a PSC for an active contract must unexpectedly be extended for a period of time without enough notice for the department to request the Commission's approval to modify the duration prior to its expiration. In such event, departments may submit to the Commission's Executive Director a retroactive request to extend the duration of the PSC's expiration. Such requests must include an explanation as to why the department was unable to timely request the modification prior to expiration.

#### **VI. Emergency Procedures**

Where the Mayor has declared an emergency under Charter Section 3.100(14), or there is an emergency under Section 6.60 or 21.15 of the Administrative Code, a department may need to enter an emergency-related contract before the time that normal Commission procedures would allow. Departments seeking to contract for personal services on an emergency basis should contact the Commission's Executive Officer to determine what procedure is appropriate.

In the absence of another emergency procedure adopted by a controlling authority, the following procedures will apply in a declared emergency. The Executive Director, in consultation with the Commission President, is authorized to approve emergency-related PSCs or, where possible, to convene an emergency meeting of the Commission. The contracting department must, within 30 days of execution, report to the Commission any agreement executed during the emergency that would have otherwise required Commission approval under the non-emergency sections of this Policy.

#### **VII. Protests and Appeals**

##### **A. Expedited PSCs**

Protests of approved Expedited PSCs must be directed to the Human Resources Director no later than the close of business on the fifth business day after posting and noticing the PSC approval. In the absence of any timely protest, an Expedited PSC becomes final on the close of the fifth business day of posting.

The Human Resources Director is authorized to resolve protests on Expedited PSCs. The Human Resources Director's decision may be appealed to the Commission, provided such appeal is received by the Executive Officer by close of business on the fifth business day following the postmarked mailing/email date of notification of the Human Resource Director's action. Such appeals will generally be heard at the Commission's next regularly scheduled meeting on the Regular Agenda.

## **B. Regular and Continuing PSCs**

A posted proposed Regular or Continuing PSC may be appealed to the Commission, provided such appeal is received by the Executive Officer by close of business of the fifth business day after posting. Timely appeals will generally be considered by the Commission at its next regularly scheduled meeting on the Regular Agenda. Where there is an appeal or other objection to a Regular PSC, departments are required to have representatives present (in person or remotely) to respond to questions or provide clarification. If a department representative is not available, the Commission may choose to postpone consideration of the PSC to a later meeting.

## **C. Ratification Agenda**

The Ratification Agenda is used exclusively for expediting the processing of uncontested proposed PSCs and will precede the Consent Agenda on the Commission's calendar. Although they may provide public comment on a proposed PSC, individuals seeking to sever a proposed PSC from the Ratification Agenda must provide adequate justification to the Commission for their request and why they did not timely protest or appeal the item when they had an opportunity to do so.

The Commission recommends that a department representative attend the Commission meeting at which the department's request for PSC approval will be heard on the ratification agenda in order to answer any questions the Commission may have regarding that PSC. Whenever possible, the Commission encourages department personnel to appear remotely to maximize efficiency. Failure to appear or sufficiently respond to the Commission's questions may result in postponement or denial of the PSC.

## **VIII. Reporting Requirements**

Departments are required to submit information to DHR regarding the names, contracts, amounts and durations for all personal service contracts issued under an approved PSC at the time those contracts are processed for award. DHR, in turn, is required to submit that information for all PSCs awarded during the preceding year to the Commission. The reports are public records.

Departments are also required to submit to the Commission annual reports for all PSCs with continuing approval.

Departments that have obtained approvals for durations exceeding five years must report back every four years unless the Commission has approved an alternate reporting period.<sup>1</sup>

All reports to the Commission should list the following information:

1. The contracts executed under the PSC since the last report, including duration;
2. The types of services rendered under the approved PSC since the last report;
3. The amounts expended under the contracts executed under the PSC since the last report;
4. Whether there have been any new classifications created that could perform the work or whether any such efforts are underway;
5. The identities of any potentially affected unions;

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<sup>1</sup> Departments are currently required to submit their own reports to the Commission. When the ServiceNow database is fully operational, DHR or OCA is authorized to submit Citywide reports.

6. The progress made (e.g., the extent of the scope of work accomplished) under the contract since the last report; and
7. Additional information as requested by the Commission.

Departments must provide these reports to the Commission no later than August 1 for the prior fiscal year. Once received, the Executive Officer will place the reports on the Consent Agenda for the following Commission meeting and forward a copy to any affected union(s). The reports are public records.

Departments must also notify any affected union(s) each time a Request for Proposal (“RFP”)/Request for Quote (“RFQ”) is issued for a contract under the authority of a PSC with continuing approval, and provide the affected union(s) with a link to or copy of that RFP/RFQ.

**PERSONAL SERVICES CONTRACT SUMMARY ("PSC FORM 1")**Department: PUBLIC UTILITIES COMMISSION -- PUCDept. Code: PUCType of Request:  Initial  Modification of an existing PSC (PSC # \_\_\_\_\_)Type of Approval:  Expedited  Regular  Annual  Continuing  (Omit Posting)Type of Service: Professional ServicesFunding Source: Water, Power, Wastewater, and External Aff PSC Duration: 4 years 48 weeksPSC Amount: \$3,800,000**1. Description of Work****A. Scope of Work/Services to be Contracted Out:**

The San Francisco Public Utilities Commission (SFPUC) is committed to high quality outreach about our programs, services, and projects. The services for this PSC will help the SFPUC better understand, market, communicate with, and engage our customers. Work performed under this agreement will have a special emphasis on communities that have been historically underserved or face systemic barriers in San Francisco and will support the agency's racial equity plan and goals.

Work will include communications and community engagement support, market research, event planning and execution, and marketing and advertising. These services will support outreach needs across the agency, including construction projects like the Geary corridor, activation of the Southeast Community Center and its programs, and outreach about our low-income Customer Assistance Program.

**B. Explain why this service is necessary and the consequence of denial:**

These services are crucial to the success of multiple SFPUC projects. The scope of this agreement covers some major SFPUC projects and initiatives that will require surge assistance in communications and outreach, as well as key services not performed by city classifications. For example, without adequate surge support, merchants and residents near major construction projects may not have the notice and support they need; customers struggling to afford their utility bills may not have access to information about discount programs; and major initiatives like drought informational campaigns or rates campaigns will not be fully executed.

**C. Has this service been provided in the past? If so, how? If the service was provided under a previous PSC, attach copy of the most recently approved PSC.**

While some of the work like market research, communications and advertising have been done (PRO.0142D, PRO.0142E), this PSC will support needs across the agency's enterprises and departments (not just Power Enterprise-related programs and services). Also, this PSC is specifically focused on communities that have been historically underserved or face systemic barriers in San Francisco.

**D. Will the contract(s) be renewed?**

Yes

**E. If this is a request for a new PSC in excess of five years, or if your request is to extend (modify) an existing PSC by another five years, please explain why.  
not applicable**

**2. Reason(s) for the Request**

A. Indicate all that apply (be specific and attach any relevant supporting documents):

- Short-term or capital projects requiring diverse skills, expertise and/or knowledge.
- Services required on an as-needed, intermittent, or periodic basis (e.g., peaks in workload).
- Regulatory or legal requirements, or requirements or mandates of funding source(s) which limit or preclude the use of Civil Service Employees. Include a copy of the applicable requirement or mandate.
- Services that require resources that the City lacks (e.g., office space, facilities or equipment with an operator).

B. Explain the qualifying circumstances:

Outreach for short term projects like campaigns to promote health fairs at the Southeast Community Center will be supported by this PSC. Surge assistance will also be supported by this agreement, for example to contract for additional graphics support when existing positions cannot handle the workload, or for additional people to do on the ground outreach around construction projects that have high impact and high visibility. Consultants are required to perform certain media buying duties that require resources the city lacks, such as prepayment for advertisements using a credit card, or payment for MUNI bus shelter ad space which is owned by a non-City vendor.

**3. Description of Required Skills/Expertise**

- A. Specify required skills and/or expertise: The Prime Proposer or JV partner must have a minimum of two years of experience working with communities facing structural barriers, and two distinct projects within the past five years where they have partnered with San Francisco community based organizations to achieve project goals. They must also have three years of experience in at least one of the four task areas and meet minimum qualifications for the other task areas by submitting as a proposing team with subcontractors who have the necessary expertise. Additionally, they must have a demonstrated ability to serve as a media buyer and to place and monitor ads for campaigns with a minimum purchase of \$100,000 at a time. Subcontractors must have a minimum of one year of experience working with communities facing structural barriers and at least one year of demonstrated experience in the task areas they are supporting.
- B. Which, if any, civil service class(es) normally perform(s) this work? 1312, Public Information Officer; 1314, Public Relations Officer; 5408, Coord of Citizen Involvement; 9251, Public Relations Mgr; 9252, Communications Specialist;
- C. Will contractor provide facilities and/or equipment not currently possessed by the City? If so, explain:  
No

**4. If applicable, what efforts has the department made to obtain these services through available resources within the City?**

The department has consulted with city staff regarding work capacity and expertise and has designed this contract to fill gaps that exist.

**5. Why Civil Service Employees Cannot Perform the Services to be Contracted Out**

A. Explain why civil service classes are not applicable.

The SFPUC is seeking support and expertise from those who understand or are even embedded in underserved communities in San Francisco and have demonstrated experience centering these communities in market research, marketing and advertising, communications and community engagement, and events. The SFPUC is also seeking media buying support for advertisements that cannot be made under the City's purchasing procedures (i.e. payment in advance using credit cards). Additionally, the SFPUC seeks expert market research assistance, which is not under any current class or job description in the communications department. This includes developing and leading focus groups in other languages. These specific areas of expertise do not lend themselves to civil service classes at the SFPUC. Where work overlaps with SFPUC classifications, the consultants will provide surge support for major projects of a temporary nature. Surge assistance work will also frequently include requirements for expertise with underserved communities that city staff may not have.

B. If there is no civil service class that could perform the work, would it be practical and/or feasible to adopt a new civil service class to perform this work? Explain. It would not make sense to create a civil service class of full-time market research experts at the SFPUC, as there would not be enough work to support such a position. It would not make sense to create a civil service class of full-time media buyers at the SFPUC, as City purchasing and procurement rules preclude direct purchase of many types of modern ads. It would not make sense to create civil service class positions for temporary surge assistance.

**6. Additional Information**

A. Will the contractor directly supervise City and County employee? If so, please include an explanation.  
No.

B. Will the contractor train City and County employees and/or is there a transfer of knowledge component that will be included in the contract? If so, please explain what that will entail; if not, explain why not.  
Yes. There will be opportunities for consultants to share information with city staff as appropriate about tactics and findings relating to culturally competent communications in key communities, recommendations for best practices, and similar. Estimated number of hours would be 20 to 30, and would include approximately 10 to 20 Communications Department staff persons.

C. Are there legal mandates requiring the use of contractual services?  
No.

D. Are there federal or state grant requirements regarding the use of contractual services? If so, please explain and include an excerpt or copy of any such applicable requirement.  
No.

E. Has a board or commission determined that contracting is the most effective way to provide this service? If so, please explain and include a copy of the board or commission action.  
No.

F. Will the proposed work be completed by a contractor that has a current PSC contract with your department? If so, please explain.  
No.

**7. Union Notification:** On 03/25/2024, the Department notified the following employee organizations of this PSC/RFP request:

Municipal Executive Association; Prof & Tech Eng, Local 21; Professional & Tech Engrs, Local 21

I CERTIFY ON BEHALF OF THE DEPARTMENT THAT THE INFORMATION CONTAINED IN AND ATTACHED TO THIS FORM IS COMPLETE AND ACCURATE:

Name: Shawndrea Hale Phone: (415) 551-4540 Email: shale@sfwater.org

Address: 525 Golden Gate Ave 8th Floor San Francisco, CA 94102

\*\*\*\*\*  
**FOR DEPARTMENT OF HUMAN RESOURCES USE**

PSC# 44155 - 23/24

DHR Analysis/Recommendation:

action date: 05/20/2024

Commission Approval Required

Approved by Civil Service Commission with conditions

05/20/2024 DHR Approved for 05/20/2024



# 1312-Public Information Officer

[SF | Careers](#) > [1312\\_Public Information Officer](#)

## Know the class code?

Class codes are four characters long.

[Search](#)

## Search by keyword:

Use a keyword to search for a class.

[Search](#)

Compensation set id:

# Public Information Officer

## Job classification

<b>Class</b>	<u>1312</u>
<b>Title</b>	Public Information Officer
<b>Overtime eligibility</b>	Exempt (Z) - No Paid Overtime
<b>Labor agreement</b>	<u>Prof &amp; Tech Eng, Local 21</u>
<b>Effective date</b>	May 01, 2024

## Current compensation plan

**Effective:** Jan 04, 2025

See [Historic and future compensation information](#) for this class

<b>Step:</b>	<b>Step 1</b>	<b>Step 2</b>	<b>Step 3</b>	<b>Step 4</b>	<b>Step 5</b>
<b>Rate /hr:</b>	\$45.4750	\$47.7125	\$50.1125	\$52.6000	\$55.2375
<b>Rate /biweekly:</b>	\$3,638.00	\$3,817.00	\$4,009.00	\$4,208.00	\$4,419.00
<b>Rate /year:</b>	\$94,588	\$99,242	\$104,234	\$109,408	\$114,894

## Job description

CITY AND COUNTY OF SAN FRANCISCO

DEPARTMENT OF HUMAN RESOURCES

Title: Public Information Officer

Job Code: 1312

### DEFINITION

Under direction, administers a public information program for a department to educate the public in the uses and availability of department's facilities and activities.

### DISTINGUISHING FEATURES

Class 1312 Public Information Officer is the journey-level of the series performing difficult public relations and/or public information functions related to a City department and is primarily concerned with disseminating information. This class is distinguished from Class 1314 Public Relations Officer in that the latter has full responsibility for all aspects of the public relations activities of a department and may supervise staff. Class 1312 is distinguished from Class 1310 Public Relations Assistant in that the latter is the entry-level class working under general supervision.

#### SUPERVISION EXERCISED

May serve as lead worker and coordinate the work of public information, public relations or clerical staff.

#### EXAMPLES OF IMPORTANT AND ESSENTIAL DUTIES

According to Civil Service Commission Rule 109, the duties specified below are representative of the range of duties assigned to this job code/class and are not intended to be an inclusive list.

1. Develops publicity releases of department's events, programs and activities for print, broadcast, and online media; prepares weekly chronological lists of departmental activities and transmits to all publicity outlets; prepares regular and special departmental publications.
2. Coordinates the review of online coverage, ensuring quality control and maintains a file of press clippings regarding department's activities; prepares departmental directories and maintains publicity mailing lists and other specialized mailing lists.
3. Prepares administrative studies and reports with supporting data for the department head or for the Commission, as directed, and does considerable historical research in connection with preparation of reports on activities and events in answering of many inquiries; edits publicity material submitted by departmental staff members; accumulates, assembles, and prepares data or information for important reports; writes press release.
4. Attends meetings of the commission, executive staff and conferences with professional societies; reports to the department head or division regarding the discussions involved.

5. Formulates, develops, and carries out a program of public information and education on the use of the department's facilities by selecting, preparing and distributing publicity releases for print, broadcast, and online media; arranges community meetings and events, posts social media announcements, and updates departmental websites.
6. Makes regular contacts with the public, outside organizations and departmental staff for the purpose of furnishing or obtaining information or explaining policy and procedures relative to facilities, activities and programs available for public and internal use.
7. Carries out, interprets and coordinates existing policy, methods and procedures relating to publicizing of the department's facilities, activities and programs, and makes recommendations for the development of new ones.
8. Coordinates the design and ensuring quality control of production of art work through a variety of advertising strategies for exhibits, special events, programs, posters, brochures, and signs.

#### KNOWLEDGE, SKILLS, AND ABILITIES

Knowledge of: Current emerging communication tools; activities and programs of department served; principles and techniques used in the conduct of an effective public information and publicity program for a department or agency; principles of marketing and promotional programs.

Ability or Skill to: Exercise creativity, resourcefulness and judgment in the analyses of public information problems and selection of the proper medium for the most effective coverage of functions and activities of the department; interact courteously, effectively and tactfully with others; write effective publications for diverse audiences from a wide variety of cultural and socioeconomic backgrounds; speak effectively in public; communicate clearly and effectively both orally and in writing; prepare complete, accurate, concise public relations data and materials; organize, plan, schedule, implement and coordinate tasks or events; utilize computer applications and software related to public relations activities.

#### MINIMUM QUALIFICATIONS

These minimum qualifications establish the education, training, experience, special skills and/or license(s) which are required for employment in the classification. Please note, additional qualifications (i.e., special conditions) may apply to a particular position and will be stated on the exam/job announcement.

Education:

Possession of a baccalaureate degree from an accredited college or university.

Experience:

Two (2) years of professional experience in public relations, public affairs, public information, editorial, newspaper, magazine, radio, television, social media, digital engagement, advertising, marketing or similar work directly responsible for the preparation and dissemination of news and information in a variety of formats for internal and external audiences, wherein the preparation or direction of informational material for mass media on the development of a public information program was a major part of the position.

License and Certification:

Substitution:

- 1) Additional experience as described above may be substituted for the required degree on a year-for-year basis Thirty (30) semester units or forty-five (45) quarter units equal one year.
- 2) Possession of a Master's degree from an accredited college or university in public relations, journalism, mass communications, marketing or a closely related field may substitute for one (1) year of the required experience.

**SUPPLEMENTAL INFORMATION**

**Nature of Work:** Some positions may be subject to adverse weather conditions, walking long distances, and driving a vehicle to project sites and meetings. May require work on nights, weekends and/or holidays.

**PROMOTIVE LINES**

To: 1314 Public Relations Officer

From: 1310 Public Relations Assistant

ORIGINATION DATE:

10/28/1968

AMENDED DATE:

01/22/15, 08/24/21; 09/21/23; 05/01/24

REASON FOR AMENDMENT:

To accurately reflect the current tasks, knowledge, skills & abilities, and minimum qualifications.

BUSINESS UNIT(S):

COMMN, SFMTA, SFCCD, SFUSD

## Standard information

### Disaster service work

All City and County of San Francisco employees are designated Disaster Service Workers through state and local law (California Government Code Section 3100-3109). Employment with the City requires the affirmation of a loyalty oath to this effect. Employees are required to complete all Disaster Service Worker-related training as assigned, and to return to work as ordered in the event of an emergency.

### Historic and future compensation

Effective (Sched)	Step 1	Step 2	Step 3	Step 4	Step 5
<b>Jan 04, 2025 (A)</b>	\$45.4750	\$47.7125	\$50.1125	\$52.6000	\$55.2375
<b>Jul 01, 2024 (Z)</b>	\$44.8000	\$47.0125	\$49.3750	\$51.8250	\$54.4250



# 1314-Public Relations Officer

[SF | Careers](#) > 1314\_Public Relations Officer

## Know the class code?

Class codes are four characters long.

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## Search by keyword:

Use a keyword to search for a class.

[Search](#)

Compensation set id:

## Public Relations Officer

### Job classification

<b>Class</b>	<u>1314</u>
<b>Title</b>	Public Relations Officer
<b>Overtime eligibility</b>	Exempt (Z) - No Paid Overtime
<b>Labor agreement</b>	<u>Prof &amp; Tech Eng, Local 21</u>
<b>Effective date</b>	May 01, 2024

## Current compensation plan

**Effective:** Jul 01, 2024

See [Historic and future compensation information](#) for this class

<b>Step:</b>	<b>Step 1</b>	<b>Step 2</b>	<b>Step 3</b>	<b>Step 4</b>	<b>Step 5</b>	<b>Step 6</b>
<b>Rate /hr:</b>	\$53.4000	\$56.0500	\$58.8875	\$61.8000	\$64.9125	\$66.5375
<b>Rate /biweekly:</b>	\$4,272.00	\$4,484.00	\$4,711.00	\$4,944.00	\$5,193.00	\$5,323.00
<b>Rate /year:</b>	\$111,072	\$116,584	\$122,486	\$128,544	\$135,018	\$138,398

**Additional notes:** Please note, the last three steps in this salary range represent extended ranges that require department approval based upon recruitment/retention, special skills, limited duration or exemplary performance.

## Job description

CITY AND COUNTY OF SAN FRANCISCO

DEPARTMENT OF HUMAN RESOURCES

Title: Public Relations Officer

Job Code: 1314

### DEFINITION

Under general direction, develops, organizes, directs and evaluates a comprehensive program to inform the public of the activities and objectives of a city department.

### DISTINGUISHING FEATURES

A 1314 Public Relations Officer is distinguished from a 1312 Public Information Officer by the scope and purpose of the public relations program and the extent of responsibility delegated to the incumbent, as well as supervision exercised. Class 1314 Public Relations Officer is delegated full responsibility for all aspects of the public relations activities of a department. The programs they are responsible for affect a large segment of the public or a specialized group who directly benefit from the services provided. An employee in this class is primarily concerned with promoting the product or service offered by the activity they represent, rather than only disseminating information.

#### **SUPERVISION EXERCISED**

May supervise staff in the preparation of public relations and marketing programs and/or projects.

#### **EXAMPLES OF IMPORTANT AND ESSENTIAL DUTIES**

According to Civil Service Commission Rule 109, the duties specified below are representative of the range of duties assigned to this job code/class and are not intended to be an inclusive list.

1. Develops, carries out and interprets policy, methods and procedures relating to the conduct of a complete public relations program.
2. Creates and oversees the development and administration of public relations programs, campaigns and websites for the purpose of establishing and maintaining an effective public relations program, including multilingual and multicultural programs.
3. Analyzes the extent of public understanding and acceptance of the department's programs and activities through market research projects; this includes identifying specific demographic groupings for programs and activities, setting objectives, developing a detailed plan and strategy and analyzing results.
4. Prepares reports and a variety of written materials for internal and external audiences; writes press releases and advisories, maintains a current file of publicity and work-related information, media contacts, and other records essential to an effective public relations program.

5. Develops, prepares and implements marketing and promotional programs to increase support for and the use of department services through a variety of advertising and promotional strategies such as special events, press events and customer incentives.
6. Creates, develops, implements, and evaluates public information and public outreach programs, special events, projects and campaigns to keep staff, management, public, prospective users of services, interested organizations and trade groups informed of the department activities by conducting staff meetings, contacting individuals and groups and issuing information via the press, radio, television, magazines, trade publications, social media, podcasts and other communication media; responds to questions and requests from these various sources.
7. Plans, assigns and evaluates the work of subordinate staff in the preparation of public relations and marketing programs and projects.
8. Addresses civic organizations, neighborhood associations, trade groups and other organizations to explain the activities and services of the department. Organizes and convenes community meetings and focus groups and makes presentations.
9. Utilizes specialized computer software and online platforms to develop and administer websites and social media, and to create and edit videos, photos, and artwork for various publications.
10. Consults with and advises top management on the public relations implications of the department's activities. Meets with management individually and at staff meetings to advise of public relations implications on proposed actions, media strategies, communications and ongoing programs and activities.
11. Investigates complaints directed at the department's operation; recommends corrective action to preclude further adverse action or opinion; may prepare replies to such complaints.
12. Organizes tours and orientation sessions for the media, visiting dignitaries, trade representatives and the public.

#### KNOWLEDGE, SKILLS, AND ABILITIES

Knowledge of: Current best practices in communications, marketing and public outreach; methods and procedures used for developing, organizing, overseeing and evaluating public information, educational, marketing and promotional activities and programs of the department.

Ability or Skill to: Demonstrate resourcefulness and judgment in the analysis and solution of difficult and technical public relations problems; navigate through specialized software applications, computer programs and online platforms; plan, organize and coordinate programs and events while efficiently managing resources; evaluate programs and policies; implement best practices when feasible; interact courteously, effectively, and tactfully with others; speak effectively in public; communicate clearly and effectively both orally and in writing; write effectively for diverse audiences from a wide variety of cultural and socioeconomic backgrounds; prepare complete, accurate, concise public relations data; supervise subordinates performing public relations work; and select the proper medium for the most effective news coverage.

#### MINIMUM QUALIFICATIONS

These minimum qualifications establish the education, training, experience, special skills and/or license(s) which are required for employment in the classification. Please note, additional qualifications (i.e., special conditions) may apply to a particular position and will be stated on the exam/job announcement.

##### Education:

Possession of a baccalaureate degree from an accredited college or university.

##### Experience:

Four (4) years of verifiable full-time professional experience in editorial, newspaper, magazine, radio, television, public relations, public affairs, public information, social media, digital engagement, advertising, marketing, or similar work directly responsible for the preparation and dissemination of news and information in a variety of formats for internal and external audiences. This experience must include at least one (1) year of experience in planning and

conducting a public relations, public information, or public education program.

License and Certification:

Substitution:

- 1) Additional experience as described above may be substituted for the required degree on a year-for-year basis. Thirty (30) semester units or forty-five (45) quarter units equal one year.
- 2) Possession of a Master's degree from an accredited college or university in public relations, journalism, mass communications, marketing or a closely related field may substitute for up to one (1) year of the required experience. The degree may not substitute for the one (1) year of required public relations, public information, or public education program experience.

#### SUPPLEMENTAL INFORMATION

Nature of Work: Some positions may be subject to adverse weather conditions, walking long distances, and driving a vehicle to project sites and meetings. May require work on nights, weekends and/or holidays.

#### PROMOTIVE LINES

From: 1312 Public Information Officer

ORIGINATION DATE:

07/15/1974

AMENDED DATE:

12/20/13; 1/24/14; 1/22/15; 08/24/21; 09/21/23; 05/01/24

REASON FOR AMENDMENT:

To accurately reflect the current tasks, knowledge, skills & abilities, and minimum qualifications.

BUSINESS UNIT(S):

COMMN, SFMTA, SFCCD, SFUSD

# Standard information

## Disaster service work

All City and County of San Francisco employees are designated Disaster Service Workers through state and local law (California Government Code Section 3100-3109). Employment with the City requires the affirmation of a loyalty oath to this effect. Employees are required to complete all Disaster Service Worker-related training as assigned, and to return to work as ordered in the event of an emergency.

## Historic and future compensation

Effective (Sched)	Step 1	Step 2	Step 3	Step 4	Step 5	Step 6
<b>Jul 01, 2024 (Z)</b>	\$53.4000	\$56.0500	\$58.8875	\$61.8000	\$64.9125	\$66.5375
<b>Jan 06, 2024 (Z)</b>	\$52.6125	\$55.2250	\$58.0125	\$60.8875	\$63.9500	\$65.5500

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# 9251-Public Relations Manager

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## Know the class code?

Class codes are four characters long.

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## Search by keyword:

Use a keyword to search for a class.

[Search](#)

# Public Relations Manager

## Job classification

**Class**[9251](#)**Title**

Public Relations Manager

**Overtime eligibility**

Exempt (Z) - No Paid Overtime

**Labor agreement**

[Municipal Exec Assoc, Misc](#)

**Effective date**

September 21, 2023

## Current compensation plan

**Effective:** Jul 01, 2024

See [Historic and future compensation information](#) for this class

<b>Step:</b>	<b>Step 1</b>	<b>Step 2</b>	<b>Step 3</b>	<b>Step 4</b>	<b>Step 5</b>	<b>Step 6</b>
<b>Rate /hr:</b>	\$70.8125	\$74.3625	\$78.0875	\$81.9625	\$86.0875	\$88.2375
<b>Rate /biweekly:</b>	\$5,665.00	\$5,949.00	\$6,247.00	\$6,557.00	\$6,887.00	\$7,059.00
<b>Rate /year:</b>	\$147,290	\$154,674	\$162,422	\$170,482	\$179,062	\$183,534

**Additional notes:** Please note, the last four steps in this salary range must be approved by the Department of Human Resources, Classification and Compensation Division.

## Job description

CITY AND COUNTY OF SAN FRANCISCO

DEPARTMENT OF HUMAN RESOURCES

JOB CODE TITLE: PUBLIC RELATIONS MANAGER

JOB CODE: 9251

### DEFINITION

Under general direction, serves as the public/diplomatic relations manager of a City department. Positions in this class work with senior management to develop and coordinate the overall public relations/diplomatic program for the department.

### DISTINGUISHING FEATURES

This class is distinguished from class 1314 Public Relations Officer by its higher responsibility for public and diplomatic relations, greater independence, and its responsibility for representing the

Department and speaking on behalf of the department head before public entities.

#### **SUPERVISION EXERCISED**

This class may serve as a unit manager and may supervise professional, technical, and/or administrative staff.

#### **EXAMPLES OF IMPORTANT AND ESSENTIAL DUTIES**

According to Civil Service Commission Rule 109, the duties specified below are representative of the range of duties assigned to this job code/class and are not intended to be an inclusive list.

1. Works closely with the department head, Commissioners and senior management to develop and execute effective communications strategy for special projects, internal and external public.
2. Independently plans, organizes, supervises, coordinates and creates events relating to departmental activities, such as construction groundbreaking, honoree events, tenant grand openings, and special events.
3. Supervises and/or prepares speeches for upper management and answers public complaint letters specific to an incident, event or activity.
4. Creates, produces, oversees and edits documents related to Department services and policies for distribution to the public; may function as publications editor in writing, reviewing, and supervising updates of all publications.
5. Supervises and/or participates in the preparation and composition of publications and other documents such as press releases, budget reports, and brochure updates, including coordinating all aspects of the publication process from editing, style, and reproduction.
6. Revises and updates departmental publications regarding changes in departmental services and facilities, as necessary.
7. May represent the Department, including the department head, to the media as well as before the Board of Supervisors, various

community groups, non-profit agencies, and delegates from other cities and countries.

8. Develops and coordinates public relations and fund-raising strategies with non-profit organizations and other City departments; negotiates and makes commitments on department head's behalf with a variety of partners and organizations.
9. Participates in marketing program for department venues and operations.

#### KNOWLEDGE, SKILLS, AND ABILITIES

Knowledge of: Principles, techniques, and practices of effective public relations programs; diplomatic relations; public policy process, local/regional government and environmental issues; legislative process and procedures at local, state, and federal levels; public sector business and administrative practices; principles and techniques of event planning; departmental policies, procedures and operation.

Ability or Skill to: Work effectively with the public, governmental agencies, private companies, media, diplomats, and community organizations in a tactful, diplomatic manner; manage projects to achieve established goals; analyze and implement sensitive and difficult community relations and public relations programs; organize and coordinate special event functions, including ceremonies, press conferences, and honoree functions; supervise a staff performing public relations work. Technical writing and public speaking in public forums; organizing and performing analytical research; preparing clear, concise reports for specific needs and audiences; presenting information effectively and representing the department before the media, groups and organizations; interpersonal communication and negotiation skills for dealing effectively with a wide range of people and concerns as well as resolving public complaints.

#### MINIMUM QUALIFICATIONS

These minimum qualifications establish the education, training, experience, special skills and/or license(s) which are required for employment in the classification. Please note, additional

qualifications (i.e., special conditions) may apply to a particular position and will be stated on the exam/job announcement.

Education:

Possession of a baccalaureate degree from an accredited college or university.

Experience:

Five years of experience in public affairs, public/media relations, community relations, international relations, or a related field.

License and Certification:

Substitution:

Additional qualifying work experience may be substituted for the required education on a year-for-year basis. (30 semester / 45 quarter units equals one year)

#### SUPPLEMENTAL INFORMATION

##### PROMOTIVE LINES

##### ORIGINATION DATE:

5/16/01

##### AMENDED DATE:

3/30/04; 9/21/23

##### REASON FOR AMENDMENT:

To accurately reflect the current tasks, knowledge, skills & abilities, and minimum qualifications.

##### BUSINESS UNIT(S):

COMMN

## **Standard information**

### **Disaster service work**

All City and County of San Francisco employees are designated Disaster Service Workers through state and local law (California Government Code Section 3100-3109). Employment with the City requires the affirmation of a loyalty oath to this effect. Employees are required to complete all Disaster Service Worker-related training as assigned, and to return to work as ordered in the event of an emergency.

## Historic and future compensation

Effective (Sched)	Step 1	Step 2	Step 3	Step 4	Step 5	Step 6
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**Jul 01,  
2024 (Z)** \$70.8125 \$74.3625 \$78.0875 \$81.9625 \$86.0875 \$88.2375

**Jan 06,  
2024 (Z)** \$69.7625 \$73.2625 \$76.9375 \$80.7500 \$84.8125 \$86.9375

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Homepage

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# 9252- Communications Specialist

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## Know the class code?

Class codes are four characters long.

[Search](#)

## Search by keyword:

Use a keyword to search for a class.

[Search](#)

Compensation set id:

# Communications Specialist

## Job classification

<b>Class</b>	<b>9252</b>
<b>Title</b>	Communications Specialist
<b>Overtime eligibility</b>	Exempt (Z) - No Paid Overtime
<b>Labor agreement</b>	<a href="#">Municipal Exec Assoc, Misc</a>
<b>Effective date</b>	September 21, 2023

## Current compensation plan

**Effective:** Jul 01, 2024

See [Historic and future compensation information](#) for this class

<b>Step:</b>	<b>Step 1</b>	<b>Step 2</b>	<b>Step 3</b>	<b>Step 4</b>	<b>Step 5</b>	<b>Step 6</b>
<b>Rate /hr:</b>	\$54.8750	\$57.6125	\$60.5250	\$63.5375	\$66.7125	\$68.4000
<b>Rate /biweekly:</b>	\$4,390.00	\$4,609.00	\$4,842.00	\$5,083.00	\$5,337.00	\$5,472.00
<b>Rate /year:</b>	\$114,140	\$119,834	\$125,892	\$132,158	\$138,762	\$142,272

**Additional notes:** Please note, the last four steps in this salary range must be approved by the Department of Human Resources, Classification and Compensation Division.

## Job description

CITY AND COUNTY OF SAN FRANCISCO

DEPARTMENT OF HUMAN RESOURCES

TITLE: COMMUNICATIONS SPECIALIST

JOB CODE: 9252

DEFINITION

Under general direction, this class is responsible for the planning, implementation and coordination of a departmental communication program. The Communication Program includes creating, updating, editing, and publishing content and messaging for all channels (i.e. print, electronic, social media, web, mobile, broadcast, etc.) and audiences (i.e. internal and external), creating broad public awareness, and understanding and effectively communicating the Department's policies and programs.

#### DISTINGUISHING FEATURES

This class is distinguished from class 9251 Public Relations Manager as positions in this class provides professional, analytical and technical support in the development of a comprehensive public, community, and stakeholder relations program for a Department, whereas the latter is responsible for the overall public relations/diplomatic program for the Department.

#### SUPERVISION EXERCISED

Positions in this class manage projects assigned by a director. Incumbents provide oversight and direction to professional, technical and/or clerical staff members assigned to project teams. May supervise subordinate staff.

#### EXAMPLES OF IMPORTANT AND ESSENTIAL DUTIES

According to Civil Service Commission Rule 109, the duties specified below are representative of the range of duties assigned to this job code/class and are not intended to be an inclusive list.

1. Manages and administers all Department websites and mobile applications, including all creative, technical, and content-related issues regarding the site, to ensure they are accurate, timely, functioning, and fresh.
2. Manages and administers related contracts to ensure they are in compliance with City contracting procedures and requirements.
3. Creates and develops informative, user-friendly, customer-focused, and visually compelling content across all distribution channels (i.e. websites, social media, mobile-applications,

broadcast, video, photography, and print marketing collateral) for internal and external communications.

4. Develops public relations and digital marketing programs that support the Department's brand strategy objectives, engage the public, and identify innovative methods to bring targeted messages to market.
5. Researches and analyzes industry practices and procedures, pertinent legislation, and issues dealing with the community; prepares proposals for improvements related to community interests and issues.
6. Maintains and monitors consistency in creative direction and content of the Department's website; works with technical support staff to ensure functionality of the site; prepares management and administrative reports relating to trends, site usage, improvements; assists in policy development and long-range planning and development and implementation of projects for the website.
7. Serves as liaison between Department staff and community groups, providing accurate public, stakeholder, and community information; manages crises communications; represents directors in their absence at various community, organizational, and governmental meetings; and manages daily office operation as required.
8. Contributes to the development and implementation of project strategy and work plans for future expansion of all communication channels by managing promotional activities including, but not limited to the message copy and on-going implementation of communications campaigns, customer service messaging, and department services campaigns; monitors communication campaigns for effectiveness and information on projects and special events with the goal of developing and maintaining positive community and internal employee relations; works with departmental programs and sections to coordinate informational activities.
9. Creates, proofs, and edits content including: writing stories and articles, creating and editing digital images and video, managing the

digital asset library, and creating and managing the master content calendar for all sites; prepares and issues press releases and articles concerning the Department's role in the community, current issues and relevant legislation through various mediums; maintains consistency in the website and print material design; responds to complaints or requests for information; ensures that all content is in compliance with federal, state, and local laws and regulations.

10. Develops and coordinates a system for communication with website end-users to ensure site interactivity reflects the Department's commitment to customer service; provides assistance, direction and support to social media messaging; conducts website and mobile applications analytics to identify trends for potential design improvements; maintains the security of the website; updates dynamic and static content; and ensures hyperlinks are refreshed and updated.

11. Provides assistance, direction, and support to the communications program as directed.

#### KNOWLEDGE, SKILLS, AND ABILITIES

Knowledge of: public process, local/regional government issues, public sector business and administrative practices; federal, state, and local regulation and policies; standard web-based technologies (i.e.. internet security, firewall systems, content management systems, and digital transactional services), server administration, network operating systems and platforms; intranet applications and functionalities, internal communication tools the relationship between stakeholder strategy and information systems; strengths and limitations of current web-based technologies; and principles and techniques of planning and implementing websites.

Ability or Skill to: effectively communicate in public forums and mass media, both orally and in writing; perform analytical research and preparing clear, concise stories, articles, press releases, reports, etc., including technical information for website; present information effectively to the news media, customers, community partners, Department staff, the Mayor's Office, and other City Departments; represent the Department before groups and organizations; resolving customer/end-user complaints; work with the public, governmental agencies, and community organizations in

tactful, diplomatic manner; prioritize and manage projects to achieve established goals; effectively solve problems with concept and implementation of website designs; communicate information to internal audiences and management.

#### MINIMUM QUALIFICATIONS

These minimum qualifications establish the education, training, experience, special skills and/or license(s) which are required for employment in the classification. Please note, additional qualifications (i.e., special conditions) may apply to a particular position and will be stated on the exam/job announcement.

##### Education:

Possession of a baccalaureate degree from an accredited college or university.

##### Experience:

Three (3) years of professional experience working in the field of internal communications, public affairs, public information, or public relations unit. Experience must include one (1) year of professional experience in social media, digital engagement or web content management.

##### License and Certification:

##### Substitution:

Additional experience as described above may be substituted for the required degree on a year-for-year basis (up to a maximum of two (2) years). Thirty (30) semester units or forty-five (45) quarter units equal one (1) year.

#### SUPPLEMENTAL INFORMATION

Incumbents in this class must work on on-call assignments, which involve around-the-clock, weekend and holiday work. Due to the nature of this work, mandatory overtime is required.

#### PROMOTIVE LINES

#### ORIGINATION DATE:

03/02/17

AMENDED DATE:

12/26/17; 9/21/23

REASON FOR AMENDMENT:

To accurately reflect the current tasks, knowledge, skills & abilities, and minimum qualifications.

BUSINESS UNIT(S):

COMMN SFMTA SFCCD SFUSD

## Standard information

### Disaster service work

All City and County of San Francisco employees are designated Disaster Service Workers through state and local law (California Government Code Section 3100-3109). Employment with the City requires the affirmation of a loyalty oath to this effect. Employees are required to complete all Disaster Service Worker-related training as assigned, and to return to work as ordered in the event of an emergency.

### Historic and future compensation

Effective (Sched)	Step 1	Step 2	Step 3	Step 4	Step 5	Step 6
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<b>Jul 01, 2024 (Z)</b>	\$54.8750	\$57.6125	\$60.5250	\$63.5375	\$66.7125	\$68.4000
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<b>Jan 06, 2024 (Z)</b>	\$54.0625	\$56.7625	\$59.6250	\$62.6000	\$65.7250	\$67.3875
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# 1820-Junior Administrative Analyst

[SF | Careers](#) > [1820\\_Junior Administrative Analyst](#)

## Know the class code?

Class codes are four characters long.

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## Search by keyword:

Use a keyword to search for a class.

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Compensation set id:

# Junior Administrative Analyst

## Job classification

<b>Class</b>	<b><u>1820</u></b>
<b>Title</b>	Junior Administrative Analyst
<b>Overtime eligibility</b>	Covered (Non-Z) - Nonexempt
<b>Labor agreement</b>	<a href="#"><u>SEIU, Local 1021, Misc</u></a>
<b>Effective date</b>	April 12, 2023

## Current compensation plan

**Effective:** Jan 04, 2025

See [Historic and future compensation information](#) for this class

<b>Step:</b>	<b>Step 1</b>	<b>Step 2</b>	<b>Step 3</b>	<b>Step 4</b>	<b>Step 5</b>
<b>Rate /hr:</b>	\$37.4500	\$39.3625	\$41.3125	\$43.3375	\$45.5375
<b>Rate /biweekly:</b>	\$2,996.00	\$3,149.00	\$3,305.00	\$3,467.00	\$3,643.00
<b>Rate /year:</b>	\$77,896	\$81,874	\$85,930	\$90,142	\$94,718

## Job description

CITY AND COUNTY OF SAN FRANCISCO

DEPARTMENT OF HUMAN RESOURCES

TITLE: JUNIOR ADMINISTRATIVE ANALYST

JOB CODE: 1820

### DEFINITION

Under supervision, the Junior Administrative Analyst is trained, assists with and performs professional level analytical work in a variety of functional areas, such as: development and administration of competitive bid processes and contractual agreements; grant administration and monitoring; budget development and administration; legislative analysis; development and evaluation of management/administrative policy; program evaluation and planning;

quantitative and qualitative data analysis; or complex financial/fiscal analysis and reporting. Class 1820 Junior Administrative Analyst is the entry-level class of the series.

#### DISTINGUISHING FEATURES

Class 1820 Junior Administrative Analyst is distinguished from Class 1822 Administrative Analyst in that the latter is the journey level of the series that performs duties of difficult and complex nature related to administrative policy analysis, legislative analysis, economic analysis, budgetary analysis, complex financial/fiscal analysis and reporting, data analysis, and development/administration of competitive bid processes, contractual agreements or grants.

#### SUPERVISION EXERCISED

None

#### EXAMPLES OF IMPORTANT AND ESSENTIAL DUTIES

According to Civil Service Commission Rule 109, the duties specified below are representative of the range of duties assigned to this job code/class and are not intended to be an inclusive list.

1. Conducts field surveys and carries out routine research in connection with budget, legislative or management studies and/or performs analysis of actual expenditures compared to the budget or public policy issues.
2. Assists in conducting difficult and complex analysis, procedural, organizational and operational investigations, quantitative and qualitative data analysis, surveys and/or research relating to department/agency operations.
3. Provides routine information to departmental personnel on the preparation of budget and policy documents, reports, demographics and program implementation.
4. Assists in preparing reports and proposals.
5. Assists in preparing budget and program delivery calendars.

6. Assists in compiling budget requests, making budget presentations, performing cost analysis and preparing program reports.
7. Prepares, generates, and updates budget documents, contract reports, surveys, databases and mailing lists.
8. Tracks and coordinates revenue and expenditures, grants, program budgets, and other funds.
9. Assists with the preparation and submittal of supplemental budget requests.
10. Assists in preparation and coordination of development of legislative proposals and/or statewide initiatives.
11. Prepares graphs and charts for presentations.
12. Assists in the preparation of quarterly and year-end financial, program and budget, and legislative reports.
13. Assists in review, processing and monitoring of contracts and contract certification processes.
14. Inputs and maintains data in computerized system and generates computerized reports.
15. Maintains contract files, and other contract documents and certificates, and monitors validity of documents.

#### KNOWLEDGE, SKILLS, AND ABILITIES

Knowledge of: Principles and processes of finance, accounting, budgeting, contracts, and the legislative process; practices and principles of administrative and management techniques.

Ability or Skill to: Conduct surveys and perform routine research; collect, research, and analyze data; interact with departmental personnel to obtain and furnish information on budget/grants, contracts, legislative and procedural matters; prepare and write reports and proposals; use computers for word-processing, databases, internet, email, and various spreadsheet software.

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## MINIMUM QUALIFICATIONS

These minimum qualifications establish the education, training, experience, special skills and/or license(s) which are required for employment in the classification. Additional qualifications (i.e. special conditions) may apply to a particular position and will be stated in the job ad.

Possession of a baccalaureate degree from an accredited college or university

Substitution:

May substitute up to 2 years of the required education with qualifying full-time, professional-level experience in budget analysis, financial analysis and reporting, legislative/policy analysis, data analysis, or contract/grant administration. One year (2,000 hours) of qualifying experience will be considered equivalent to 30 semester/45 quarter units

License and Certification:

None

## SUPPLEMENTAL INFORMATION

### PROMOTIVE LINES

To: 1822 Administrative Analyst

From: Original Entrance Examination

ORIGINATION DATE:

01/12/1961

AMENDED DATE:

07/23/1999; 07/02/2004; 08/25/2009; 04/12/2023

REASON FOR AMENDMENT:

To accurately reflect the minimum qualifications defined in the most recent job analysis conducted for this job code.

BUSINESS UNIT(S):

# Standard information

## Disaster service work

All City and County of San Francisco employees are designated Disaster Service Workers through state and local law (California Government Code Section 3100-3109). Employment with the City requires the affirmation of a loyalty oath to this effect. Employees are required to complete all Disaster Service Worker-related training as assigned, and to return to work as ordered in the event of an emergency.

## Historic and future compensation

<b>Effective (Sched)</b>	<b>Step 1</b>	<b>Step 2</b>	<b>Step 3</b>	<b>Step 4</b>	<b>Step 5</b>
<b>Jan 04, 2025 (A)</b>	\$37.4500	\$39.3625	\$41.3125	\$43.3375	\$45.5375
<b>Jul 01, 2024 (Z)</b>	\$36.9000	\$38.7750	\$40.7000	\$42.7000	\$44.8625

## Applicant resources

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## Human Resources



# 1822- Administrative Analyst

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## Know the class code?

Class codes are four characters long.

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## Search by keyword:

Use a keyword to search for a class.

[Search](#)

Compensation set id:

# Administrative Analyst

## Job classification

<b>Class</b>	<b><u>1822</u></b>
<b>Title</b>	Administrative Analyst
<b>Overtime eligibility</b>	Exempt (Z) - No Paid Overtime
<b>Labor agreement</b>	<u>SEIU, Local 1021, Misc</u>
<b>Effective date</b>	April 12, 2023

## Current compensation plan

**Effective:** Jan 04, 2025

See [Historic and future compensation information](#) for this class

<b>Step:</b>	<b>Step 1</b>	<b>Step 2</b>	<b>Step 3</b>	<b>Step 4</b>	<b>Step 5</b>
<b>Rate /hr:</b>	\$49.2500	\$51.7250	\$54.3250	\$57.0375	\$59.8875
<b>Rate /biweekly:</b>	\$3,940.00	\$4,138.00	\$4,346.00	\$4,563.00	\$4,791.00
<b>Rate /year:</b>	\$102,440	\$107,588	\$112,996	\$118,638	\$124,566

## Job description

CITY AND COUNTY OF SAN FRANCISCO

DEPARTMENT OF HUMAN RESOURCES

TITLE: ADMINISTRATIVE ANALYST

JOB CODE: 1822

### DEFINITION

Under direction, the Administrative Analyst performs difficult and detailed professional-level analytical work in a variety of functional areas, such as; development and administration of competitive bid processes and contractual agreements; grant administration and monitoring; budget development and administration; legislative analysis; development and evaluation of management/administrative policy; program evaluation and planning; quantitative and qualitative

data analysis; or complex financial/fiscal analysis and reporting. Class 1822 Administrative Analyst is the journey-level class of the series.

#### DISTINGUISHING FEATURES

Class 1822 Administrative Analyst is distinguished from Class 1823 Senior Administrative Analyst in that the latter performs duties of a more difficult and complex nature. Class 1822 Administrative Analyst is distinguished from Class 1820 Junior Administrative Analyst in that the latter is an entry level class performing less difficult and complex duties.

#### SUPERVISION EXERCISED

Depending on assignment, may serve as lead worker to clerical, technical and/or subordinate professional staff.

#### EXAMPLES OF IMPORTANT AND ESSENTIAL DUTIES

According to Civil Service Commission Rule 109, the duties specified below are representative of the range of duties assigned to this job code/class and are not intended to be an inclusive list.

1. Performs research, compiles and analyzes information/data regarding a variety of administrative, management, fiscal and organizational issues: identifies issues and determines analytical standards in consultation with supervisor, manager, departmental personnel and other individuals/experts; gathers relevant data, information and/or documentation from a variety of sources; analyzes information and documentation to develop tentative findings; discusses and/or coordinates analysis and tentative findings with supervisor, management staff and/or other appropriate individuals; develops or assists in developing recommendations and/or course of action; gathers additional information and/or revises methodology as needed.

2. Prepares or assists in the preparation of a variety of management reports: compiles and evaluates information in preparation for writing report; presents background information and description of analytical standards; outlines findings and recommendations and prepares logical supporting documentation; writes or assists in writing final reports and documentation for evaluation by administrative and/or

management staff; presents reports, including formal presentations to groups.

3. Performs analysis for new and existing administrative, management, program and organizational policies and procedures: consults with managers, administrators and other staff to determine parameters for analysis and other background information; analyzes the effect of proposed and existing legislation, regulations and law on organizational policies and procedures; compiles information and documentation in preparation for producing reports and/or drafts reports for management/administration.

4. Performs analysis for budget development and resource planning: performs or assists in needs analysis and trend analysis based on research and consultation with managers and administrative staff; consults with managers and assists in resource planning and development of annual budget estimates; reviews and analyzes budget requests from administrators; compiles information and documentation in preparation for producing reports and/or drafts reports related to budget and resource planning issues.

5. Performs analysis for budget administration and/or fiscal/financial reporting: monitors and analyzes expenditures and accounts to ensure compliance with budget parameters; gathers information and prepares documentation related to fiscal/financial reporting; performs and/or assists in fiscal/financial analysis; compiles information and documentation in preparation for producing and/or drafting fiscal/financial reports.

6. Performs analysis for development and administration of competitive bid processes and contractual agreements: identifies and analyzes needs, goals, available funding and other criteria; develops or assists in development of contract/lease specifications; prepares requests for proposals and bid solicitation; performs or assists in analysis of bid information provided by contractors; assists in establishment/maintenance of contractual relationships; performs or assists in analysis for monitoring and enforcement of legal agreements to ensure compliance.

7. Performs analysis for monitoring of grants received by department; writes or assists in writing grant proposals; analyzes funding parameters and other requirements specified by grantor; monitors

departmental expenditures to ensure funding parameters are met; analyzes other criteria to ensure compliance with standards required by grantor.

#### KNOWLEDGE, SKILLS, AND ABILITIES

Knowledge of: the principles, procedures and legal standards required to provide professional-level analytical assistance to administrative staff in such areas as: budget development and monitoring; financial/fiscal analysis and reporting; development of management/administrative policies and procedures; analysis of existing and proposed legislation, legal standards and regulatory mandates; development and administration of contractual agreements; and/or grant monitoring and administration.

Ability or Skill to: identify, research and gather relevant information from a variety of sources; read and interpret complex written materials; analyze and evaluate quantitative and qualitative data, procedures, interrelated processes and other information; formulate conclusions and/or alternatives and develop effective recommendations; use work-related computer applications, including e-mail, word processing, spreadsheets, databases and the internet; prepare well-organized and accurate documents such as reports, memos, and correspondence; synthesize ideas and factual information into clear and logical written statements; speak clearly and concisely in order to express ideas and communicate work-related information to a variety of individuals and groups; listen, ask appropriate questions and effectively elicit information; establish and maintain effective working relationships with staff, officials and the general public.

#### MINIMUM QUALIFICATIONS

These minimum qualifications establish the education, training, experience, special skills and/or license(s) which are required for employment in the classification. Additional qualifications (i.e. special conditions) may apply to a particular position and will be stated in the job ad.

Possession of a baccalaureate degree from an accredited college or university, and one (1) year full-time equivalent experience performing professional-level analytical work. Qualifying

professional-level analytical work includes analysis, development, administration, and reporting in major programs and functions of an organization in areas such as budgets, contracts, grants, policy, or other functional areas related to the duties of positions in the 182X Class series.

Substitution:

Possession of a graduate degree (Master's degree or higher) from an accredited college or university with major coursework in specialized subject matter areas such as public or business administration, management, business law, contract law, public policy, urban studies, economics, statistical analysis, finance, accounting or other fields of study closely related to the essential functions of positions in the Class series may be substituted for the required one (1) year of experience.

Additional experience as described above may be substituted for the required degree on a year-for-year basis (up to a maximum of 2 years). Thirty (30) semester units or forty-five (45) quarter units equal one year.

License and Certification:

None

PROMOTIVE LINES

To: 1823 Senior Administrative Analyst

From: 1820 Junior Administrative Analyst

ORIGINATION DATE:

07/13/1961

AMENDED DATE:

07/23/1999; 04/02/2001; 09/28/2009; 04/12/2023

REASON FOR AMENDMENT:

To accurately reflect the current tasks, knowledge, skills & abilities, and minimum qualifications.

BUSINESS UNIT(S):

COMMN SFMTA SFUSD SFCCD

## Standard information

### Disaster service work

All City and County of San Francisco employees are designated Disaster Service Workers through state and local law (California Government Code Section 3100-3109). Employment with the City requires the affirmation of a loyalty oath to this effect. Employees are required to complete all Disaster Service Worker-related training as assigned, and to return to work as ordered in the event of an emergency.

### Historic and future compensation

Effective (Sched)	Step 1	Step 2	Step 3	Step 4	Step 5
<b>Jan 04, 2025</b> (A)	\$49.2500	\$51.7250	\$54.3250	\$57.0375	\$59.8875
<b>Jul 01, 2024</b> (Z)	\$48.5250	\$50.9625	\$53.5250	\$56.2000	\$59.0000

### Applicant resources

Info center

Common issues

Request an accommodation

Career pathways

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# 1842-Management Assistant

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## Know the class code?

Class codes are four characters long.

Search

## Search by keyword:

Use a keyword to search for a class.

Search

Compensation set id:

## Management Assistant

### Job classification

<b>Class</b>	<b><u>1842</u></b>
<b>Title</b>	Management Assistant
<b>Overtime eligibility</b>	Exempt (Z) - No Paid Overtime
<b>Labor agreement</b>	<a href="#"><u>SEIU, Local 1021, Misc</u></a>
<b>Effective date</b>	April 10, 2024

## Current compensation plan

**Effective:** Jan 04, 2025

See [Historic and future compensation information](#) for this class

<b>Step:</b>	<b>Step 1</b>	<b>Step 2</b>	<b>Step 3</b>	<b>Step 4</b>	<b>Step 5</b>
<b>Rate /hr:</b>	\$45.3750	\$47.6125	\$50.0375	\$52.5250	\$55.1125
<b>Rate /biweekly:</b>	\$3,630.00	\$3,809.00	\$4,003.00	\$4,202.00	\$4,409.00
<b>Rate /year:</b>	\$94,380	\$99,034	\$104,078	\$109,252	\$114,634

## Job description

CITY AND COUNTY OF SAN FRANCISCO

DEPARTMENT OF HUMAN RESOURCES

Title: Management Assistant

Job Code: 1842

### DEFINITION

Under general supervision, the Management Assistant performs professional-level administrative and/or management duties in a variety of functional areas, such as: office/operations management; budget development, administration and fiscal reporting; development and administration of contractual agreements and grants; and evaluation and development of management policies and procedures, including evaluation of impact of existing and proposed legislation.

### DISTINGUISHING FEATURES

Class 1842 Management Assistant is distinguished from Class 1844 Senior Management Assistant in that the latter performs duties of a more difficult and complex nature. Class 1842 Management Assistant is distinguished from Class 1840 Junior Management Assistant in that the latter is an entry level class performing less difficult and complex duties with no supervision of professional staff.

#### **SUPERVISION EXERCISED**

May supervise assigned clerical, technical and subordinate professional staff.

#### **EXAMPLES OF IMPORTANT AND ESSENTIAL DUTIES**

According to Civil Service Commission Rule 109, the duties specified below are representative of the range of duties assigned to this job code/class and are not intended to be an inclusive list.

1. Manages or assists in management of the resources and staffing of an office, section, operation or program; monitors available budget and maximizes use of existing staff and re-sources for office, program or section; recommends changes in staffing and/or acquisition of equipment/materials; oversees various staffing and personnel-related functions; over-sees purchasing, billing and inventory control; coordinates building security, maintenance and utilization of space.
2. Manages or assists in management of the functions of an office, section, operation or pro-gram; plans, prioritizes and schedules workload, delegating specific tasks as necessary to subordinate staff; coordinates and oversees clerical and technical support activities; monitors productivity and evaluates outcomes; compiles and produces a variety of status reports for management; ensures compliance with established departmental policies, procedures and goals as well as legal requirements and regulatory mandates.
3. Supervises or assists in supervising the work of assigned staff; plans, assigns, directs and reviews work; monitors and evaluates performance of subordinate personnel; completes performance appraisals and counsels employees; fosters cooperation and teamwork amongst staff; provides training and aids in staff development.

4. Coordinates or assists in coordinating work and/or planning functions with other offices, programs or sections to meet established goals and objectives; acts as liaison and promotes good working relationships with other offices, programs, sections and departments; addresses or assists in addressing issues relevant to assigned office, program or section with departmental personnel, representatives of other departments and outside agencies, and members of the public; arranges meetings and assists in development of agenda; participates in department meetings, including making presentations; may represent department at meetings and hearings on specific issues.

5. Performs and/or assists management in a variety of research and reporting functions; identifies issues; consults with departmental personnel and other individuals/experts; evaluates proposals, information and documentation from a wide variety of sources; conducts surveys and needs assessment; gathers, compiles and analyzes statistical and other data; writes reports and prepares documentation for evaluation by management and/or administrative staff; presents reports and data, including formal presentations to groups.

6. Assists in development of policies, procedures and work practices of an office, program, operation or section; reviews and evaluates existing policies, procedures and work practices; consults with managers, administrators and other staff; reviews and evaluates the effect of proposed and existing legislation, regulations and law on organizational structure and operations; assists in development and implementation of changes to policies and procedures in compliance with overall City/departmental policies and goals.

7. Assists in budget development, resource planning, and fiscal reporting; assesses staff and resource needs of office, program, section based on research and consultation with managers and administrative staff; assists in review of budget requests from departmental managers; assists in development of annual departmental budget; monitors revenues and/or expenditures and reconciles accounts; assists in fiscal/financial analysis; gathers information and writes or assists in writing reports related to budget, fiscal, resource and staffing issues.

8. Assists in development, implementation and administration of competitive bid processes and contractual agreements; assists in the development of language and specifications; prepares or assists in preparing contractual documents; assists in preparation of requests for proposals and bid solicitation; consults with departmental staff to ensure that departmental requirements are accurately described; assists in evaluation of bid information provided by contractors/vendors; assists in establishment and maintenance of contractual relationships; assists in monitoring and enforcement of legal agreements to ensure compliance.

9. Assists in the monitoring and oversight of grants received by department; prepares or assists in preparing grant proposals; reviews funding limitations and other requirements specified by grantor; assists in monitoring departmental expenditures to ensure funding limitations are not exceeded; assists in monitoring other criteria to ensure compliance with standards required by grantor.

#### KNOWLEDGE, SKILLS, AND ABILITIES

Knowledge of: the principles, procedures and legal standards utilized in a variety of management and administrative functions such as supervision and/or management of an office, program, operation or section or facility; budget planning and development; financial/fiscal monitoring and reporting activities; evaluation and development of management policies and procedures; evaluation of existing and proposed legislation and regulatory mandates; development and administration of competitive bid processes and contractual agreements; and grant oversight and monitoring.

Ability or Skill to: identify, gather and evaluate information from a variety of sources; formulate logical conclusions and develop effective courses of action and/or recommendations; use computer applications, including e-mail, word processing, spreadsheets, databases and the internet to prepare correspondence, reports and other documentation, extract and process information and create and maintain records; prepare clear, accurate and well-organized reports, memos, and correspondence; speak clearly and concisely in order to effectively express ideas and communicate work-related information to a variety of individuals and groups; listen, ask appropriate questions and effectively elicit information; establish and maintain effective working relationships with staff, officials and the

general public; respect right of privacy and exercise discretion; interpret and apply established management and supervisory principles, policies and procedures; plan, assign, train, direct and monitor the work of assigned staff; evaluate performance and counsel employees; effectively utilize existing staff and resources; plan and direct the functions of a program, office or section; prioritize and organize multiple assignments and projects; exercise sound judgement and appropriately refer issues to managers/administrators; coordinate work and functions with other offices, programs or sections; ensure compliance with established policies and procedures; and facilitate attainment of established goals and objectives.

#### MINIMUM QUALIFICATIONS

These minimum qualifications establish the education, training, experience, special skills and/or license(s) which are required for employment in the classification. Please note, additional qualifications (i.e., special conditions) may apply to a particular position and will be stated on the exam/job announcement.

##### Education:

Possession of a Baccalaureate Degree from an accredited college or university.

##### Experience:

One (1) year full-time equivalent experience performing professional-level administrative duties in functional areas such as: program/office/operations management, budget development and/or administration, development and administration of contractual agreements and/or grants, or other closely related functional areas.

##### License and Certification:

##### Substitution:

Additional qualifying experience performing professional-level administrative duties in functional areas such as: program/office/operations management, budget development and/or administration, or contract/grant administration may substitute for the required education on a year-for-year basis. One (1) year (2000

hours) of additional qualifying experience will be considered equivalent to thirty (30) semester units or forty-five (45) quarter units.

#### SUPPLEMENTAL INFORMATION

#### PROMOTIVE LINES

TO: 1844 Senior Management Assistant

FROM: 1840 Junior Management Assistant

ORIGINATION DATE: 10/5/1961

AMENDED DATE: 3/2/01; 9/28/09; 8/1/23; 4/10/24

#### REASON FOR AMENDMENT:

To accurately reflect the current tasks, knowledge, skills & abilities, and minimum qualifications.

#### BUSINESS UNIT(S):

COMMN, SFMTA

## Standard information

### Disaster service work

All City and County of San Francisco employees are designated Disaster Service Workers through state and local law (California Government Code Section 3100-3109). Employment with the City requires the affirmation of a loyalty oath to this effect. Employees are required to complete all Disaster Service Worker-related training as assigned, and to return to work as ordered in the event of an emergency.

### Historic and future compensation

<b>Effective (Sched)</b>	<b>Step 1</b>	<b>Step 2</b>	<b>Step 3</b>	<b>Step 4</b>	<b>Step 5</b>
<b>Jan 04, 2025 (A)</b>	\$45.3750	\$47.6125	\$50.0375	\$52.5250	\$55.1125
<b>Jul 01, 2024 (Z)</b>	\$44.7000	\$46.9125	\$49.3000	\$51.7500	\$54.3000



# 1844-Senior Management Assistant

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## Know the class code?

Class codes are four characters long.

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Use a keyword to search for a class.

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Compensation set id:

# Senior Management Assistant

## Job classification

<b>Class</b>	<b><a href="#">1844</a></b>
<b>Title</b>	Senior Management Assistant
<b>Overtime eligibility</b>	Exempt (Z) - No Paid Overtime
<b>Labor agreement</b>	<a href="#">SEIU, Local 1021, Misc</a>
<b>Effective date</b>	April 10, 2024

## Current compensation plan

**Effective:** Jan 04, 2025

See [Historic and future compensation information](#) for this class

<b>Step:</b>	<b>Step 1</b>	<b>Step 2</b>	<b>Step 3</b>	<b>Step 4</b>	<b>Step 5</b>
<b>Rate /hr:</b>	\$51.9625	\$54.5375	\$57.2875	\$60.1500	\$63.1750
<b>Rate /biweekly:</b>	\$4,157.00	\$4,363.00	\$4,583.00	\$4,812.00	\$5,054.00
<b>Rate /year:</b>	\$108,082	\$113,438	\$119,158	\$125,112	\$131,404

## Job description

CITY AND COUNTY OF SAN FRANCISCO

DEPARTMENT OF HUMAN RESOURCES

Title: Senior Management Assistant

Job Code: 1844

### DEFINITION

Under general supervision, the Senior Management Assistant performs difficult and complex professional level administrative and/or management duties in a variety of functional areas, such as: office/operations management; budget development, administration and fiscal reporting; development and administration of contractual agreements, leases and grants; evaluation and development of

management policies and procedures; management of department specific programs and functions.

#### DISTINGUISHING FEATURES

Class 1844 Senior Management Assistant is the highest level in the management assistant series. It is distinguished from the next lower class, 1842 Management Assistant, in that its assignments are of a more difficult and complex nature.

#### SUPERVISION EXERCISED

May supervise assigned clerical, technical and subordinate professional staff.

#### EXAMPLES OF IMPORTANT AND ESSENTIAL DUTIES

According to Civil Service Commission Rule 109, the duties specified below are representative of the range of duties assigned to this job code/class and are not intended to be an inclusive list.

1. Manages the resources and staffing of an office, section, operation or program; monitors available budget and maximizes use of existing staff and resources; recommends changes in staffing and/or acquisition of equipment/materials; oversees various staffing and personnel-related functions; oversees purchasing, billing and inventory control; coordinates building security, maintenance and utilization of space.
2. Manages the functions of an office, section, operation or program; plans, prioritizes and schedules workload, delegating specific tasks as necessary to subordinate staff; coordinates and oversees clerical & technical support activities; monitors productivity and evaluates outcomes; compiles and produces a variety of status reports for management; ensures compliance with established departmental policies, procedures and goals, as well as legal requirements and regulatory mandates.
3. Supervises the work of assigned staff: plans, assigns, directs and reviews work; monitors and evaluates performance of subordinate personnel; completes performance appraisals and counsels employees; provides training and aids in staff development; fosters cooperation and teamwork amongst staff.

4. Coordinates work and/or planning functions with other offices, programs, agencies, contractors, departments and members of the public to meet established goals and objectives: acts as liaison and promotes good working relationships with other offices, programs, agencies, contractors, departments and members of the public; addresses issues relevant to assigned office, program, operation or section with departmental personnel, representatives of other departments and outside agencies, and members of the public, including resolution of problems and complaints; arranges meetings, develops agenda and conducts meetings as needed; participates in department meetings, including making presentations; may represent department at meetings and hearings.

5. Performs a variety of research and reporting functions; identifies issues; consults with departmental personnel and other individuals/experts; evaluates information and documentation from a wide variety of sources; conducts surveys and needs assessment; gathers, compiles and analyzes statistical and other data; writes reports and prepares documentation for evaluation by management and/or administrative staff; presents reports and data, including formal presentations to groups.

6. Develops and/or recommends policies, procedures and work practices for an office, program, operation or section; reviews and evaluates existing policies, procedures and work practices; consults with managers, administrators and other staff; views and evaluates the effect of proposed and existing legislation, regulations and law on organizational structure and operations; develops/recommends and implements changes to policies and procedures in compliance with overall City/departmental policies and goals.

7. Performs or assists in budget development, resource planning, and fiscal reporting: assesses staff and resource needs of office, program, operation or section based on research and consultation with managers and administrative staff; reviews budget requests from departmental managers; assists in development of annual departmental budget; monitors revenues and/or expenditures; performs fiscal/financial analysis; gathers information and prepares reports related to budget, fiscal, resource and staffing issues.

8. Develops and administers contractual agreements: develops language and specifications; prepares contractual documents;

prepares requests for proposals and bid solicitation; consults with departmental staff to ensure that departmental requirements are accurately described; evaluates bid information provided by contractors/vendors; establishes and maintains contractual relationships; monitors legal agreements to ensure ongoing compliance.

9. Monitors and oversees grants received and/or disbursed by department: when over-seeing grants received by department, prepares grant proposals, reviews funding limitations and other requirements specified by grantor, monitors departmental expenditures to ensure funding limitations are not exceeded, monitors other criteria to ensure compliance with standards required by grantor; when overseeing grants awarded and disbursed by department, determines fund for specific grant categories, drafts grant guidelines and eligibility requirements, reviews grant applications for compliance with guidelines/requirements, creates and leads panels that make recommendations for grant awards, may provide technical assistance to grantees to assure ongoing compliance with terms of grant.

#### KNOWLEDGE, SKILLS, AND ABILITIES

Knowledge of: principles, procedures, protocols, legal standards and regulations utilized in a variety of management and administrative functions such as: management and/or supervision of an office, program, operation, section or facility; budget planning and development; financial/fiscal monitoring and reporting activities; evaluation and development of management policies and procedures; evaluation of existing and proposed legislation, legal standards & regulatory mandates; development and administration of contractual agreements; grant oversight and monitoring.

Ability or Skill to: interpret and apply established management and supervisory principles, policies and procedures; plan, assign, train, direct and monitor the work of assigned staff; evaluate performance and counsel employees; effectively utilize existing staff and resources; direct, monitor and evaluate the functions, staffing and resources of a program, office or section, including projection of staffing and material needs; develop and/or make recommendations for operational methods, policies and procedures, including implementation of changes and evaluation of impact; prioritize and

organize multiple assignments and projects for self and others; exercise sound judgement and appropriately refer issues to managers; coordinate work and functions with other offices, programs or sections; ensure compliance with established policies and procedures; facilitate attainment of established goals and objectives; identify, gather and evaluate information from a variety of sources; formulate logical conclusions and develop effective courses of action and/or recommendations; use computer applications, including e-mail, word processing, spreadsheets, databases and the internet to prepare correspondence, reports and other documentation, extract and process information and create and maintain records; prepare clear, accurate and well-organized reports, memos, and correspondence; speak clearly and concisely in order to effectively express ideas and communicate work-related information to a variety of individuals and groups; listen, ask appropriate questions and effectively elicit information; establish and maintain effective working relationships with staff, officials and the general public.

#### MINIMUM QUALIFICATIONS

These minimum qualifications establish the education, training, experience, special skills and/or license(s) which are required for employment in the classification. Please note, additional qualifications (i.e., special conditions) may apply to a particular position and will be stated on the exam/job announcement.

##### Education:

Possession of a Baccalaureate Degree from an accredited college or university.

##### Experience:

Three (3) years full-time equivalent experience performing professional-level administrative duties in functional areas such as: program/office/operations management, budget development and/or administration, development and administration of contractual agreements and/or grants, or other closely related functional areas.

##### License and Certification:

##### Substitution:

Additional qualifying experience in program/office/operations management, budget development and/or administration, or contract/grant administration may substitute for the required education on a year-for-year basis. One (1) year (2000 hours) of additional qualifying experience will be considered equivalent to thirty (30) semester units or forty-five (45) quarter units.

#### SUPPLEMENTAL INFORMATION

#### PROMOTIVE LINES

From: 1842 Management Assistant

ORIGINATION DATE: 1/4/1962

AMENDED DATE: 10/29/1999; 12/27/02; 9/28/09; 8/1/23; 4/10/24

#### REASON FOR AMENDMENT:

To accurately reflect the current tasks, knowledge, skills & abilities, and minimum qualifications.

#### BUSINESS UNIT(S):

COMMN, SFMTA

## Standard information

### Disaster service work

All City and County of San Francisco employees are designated Disaster Service Workers through state and local law (California Government Code Section 3100-3109). Employment with the City requires the affirmation of a loyalty oath to this effect. Employees are required to complete all Disaster Service Worker-related training as assigned, and to return to work as ordered in the event of an emergency.

### Historic and future compensation

Effective (Sched)	Step 1	Step 2	Step 3	Step 4	Step 5
Jan 04, 2025 (A)	\$51.9625	\$54.5375	\$57.2875	\$60.1500	\$63.1750

**Jul 01, 2024**

\$51,200.00 \$53,737.50 \$56,437.50 \$59,262.50 \$62,237.50



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# 1802-Research Assistant

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## Know the class code?

Class codes are four characters long.

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## Search by keyword:

Use a keyword to search for a class.

Search

Compensation set id:

## Research Assistant

## Job classification

<b>Class</b>	<b><u>1802</u></b>
<b>Title</b>	Research Assistant
<b>Overtime eligibility</b>	Covered (Non-Z) - Nonexempt
<b>Labor agreement</b>	<a href="#"><u>SEIU Local 1021</u></a>
<b>Effective date</b>	August 17, 2012

## Current compensation plan

**Effective:** Jan 04, 2025

See [Historic and future compensation information](#) for this class

<b>Step:</b>	<b>Step 1</b>	<b>Step 2</b>	<b>Step 3</b>	<b>Step 4</b>	<b>Step 5</b>
<b>Rate /hr:</b>	\$40.7000	\$42.7625	\$44.8875	\$47.1500	\$49.5125
<b>Rate /biweekly:</b>	\$3,256.00	\$3,421.00	\$3,591.00	\$3,772.00	\$3,961.00
<b>Rate /year:</b>	\$84,656	\$88,946	\$93,366	\$98,072	\$102,986

## Job description

CITY AND COUNTY OF SAN FRANCISCO

DEPARTMENT OF HUMAN RESOURCES

JOB CODE TITLE: RESEARCH ASSISTANT JOB CODE: 1802

Business Unit: COMMN

Definition:

Under general direction, the Research Assistant assists in the collection, analysis, interpretation and presentation of data for research purposes. Essential functions include: conducts research studies and follow-up research; collects, tabulates, and analyzes a wide variety of data to determine trends, cycles, and underlying factors; plans and organizes the collection and tabulation of a variety of data; supplies data for updating reports, programs and graphic presentations; may assign and instruct clerical workers engaged in technical computation and word processing tasks; creates reports, and constructs charts, graphs, and tables to summarize results; makes oral presentations; gathers data by

interviews and makes contacts with governmental agencies, private businesses, employees and the general public; reviews statistical work and reports for accuracy and continuity; uses graphic techniques to present data; prepares correspondence relating to statistical and research functions; and performs other related duties as required.

Distinguishing Features:

This is an entry-level job code, which is distinguished from code 1820 Junior Administrative Analyst by its primary responsibility for the collection and analysis of research data. Code 1820 Junior Administrative Analyst is essentially responsible for entry-level administrative analysis and recommendations that relate to budget/grants, administrative policy, financial/fiscal policy or contract administration.

Supervision Exercised:

None.

Examples of Important and Essential Duties:

According to Civil Service commission Rule 109, the duties specified below are representative of the range of duties assigned to this job code and are not intended to be an inclusive list.

1. Conducts research studies; collects, tabulates and analyzes a wide variety of data; assists in applying statistical methods to determine trends, cycles, and underlying factors.
2. Plans and organizes the collecting and tabulating of a variety of data; supplies data for updating reports, programs and graphic presentations; may assign and instruct clerical workers engaged in technical computation and word processing tasks.
3. Constructs charts, graphs and tables to summarize results and makes recommendations.
4. Gathers data by interviews and contacts with governmental agencies, private businesses, employees, and the general public.
5. Prepares a wide variety of research reports; checks and reviews statistical work and reports for accuracy and continuity; uses graphic techniques to present data; conducts correspondence relating to statistical and research functions.

Job Related and Essential Qualifications:

Knowledge of: the principles, methods and practices of research including collecting, planning, organizing and analyzing a variety of data for the preparation of research reports; basic statistical concepts such as mean, median and mode used in research data analysis.

Ability to: establish goals and objectives and to handle multiple tasks simultaneously; plan the activities of research projects; monitor the progress, and evaluate the outcome of projected goals and objectives within the timeline directed; verbally communicate clearly and effectively with administration, departmental personnel and the general public, to speak and instruct clearly, to listen and elicit feedback; the ability to instruct clerical workers engaged in technical computation and word processing; to gather data by interviews to help prepare reports relating to statistical and research functions; to communicate clearly and effectively in writing with supervisors, co-workers, departmental personnel and other city departments; including the preparation of written procedures, reports, memos, and correspondence; to interact tactfully and effectively with supervisors, co-workers, departmental personnel and other city departments.

Experience and Training Guidelines:

1. Bachelor's degree from an accredited university or college with major coursework in statistics, mathematics, economics, public policy, sociology, psychology, or related fields including coursework in statistics or test measurements; AND
2. One year (2000 hours) verifiable experience in a position in which the primary responsibilities of the position(s) involved research, analysis, and the compilation, investigation, and evaluation of data of psychological, legislative, sociological or economic nature.

SUBSTITUTION:

Two years of relevant experience as described under Minimum Qualifications #2 may be substituted for two years of education.

Special Requirements:

Essential duties require the following physical skills and work environment; ability to work in a standard office environment, which may involve prolonged sitting, bending and operation of typing, word processing and other office equipment; interact with and obtain information from hostile individuals.

Effective Date: 7/2/65; 9/24/99

Amended Date: 10/29/2001

Reason for Amendment:

To accurately reflect the current tasks, knowledge, skills and abilities defined in the most recent job analysis conducted for this job code.

## Standard information

### Disaster service work

All City and County of San Francisco employees are designated Disaster Service Workers through state and local law (California Government Code Section 3100-3109). Employment with the City requires the affirmation of a loyalty oath to this effect. Employees are required to complete all Disaster Service Worker-related training as assigned, and to return to work as ordered in the event of an emergency.

### Historic and future compensation

Effective (Sched)	Step 1	Step 2	Step 3	Step 4	Step 5
<b>Jan 04, 2025 (A)</b>	\$40.7000	\$42.7625	\$44.8875	\$47.1500	\$49.5125
<b>Jul 01, 2024 (Z)</b>	\$40.1000	\$42.1250	\$44.2250	\$46.4500	\$48.7750