

CITY OF LOS ANGELES

CALIFORNIA

RICHARD L. BENBOW
GENERAL MANAGER



COMMUNITY DEVELOPMENT
DEPARTMENT

1200 W. 7TH STREET
LOS ANGELES, CA 90017

ANTONIO R. VILLARAIGOSA
MAYOR

November 8, 2012

Honorable Members of the City Council
Los Angeles City Hall
c/o City Clerk, Room 395

RE: CIVIL SERVICE EXEMPTION

At its November 8, 2012 meeting, the Board of Civil Service Commissioners approved the allocation and civil service exemption for the following position:

No.	Class Code	Class Title	Division	Council File #
1	1542	Project Assistant	Operations- Workforce Investment Board	12-1700

This action is in accordance with Section 1001(d)(4) of the City Charter. This request (C.F. #12-1700) was approved by the City Council on July 24, 2012, and received Mayoral concurrence on August 3, 2012.

Feel free to contact Deitra Fernandes at (213) 744-7279 if you have any questions or require additional information.

Sincerely,

RICHARD L. BENBOW
General Manager

RLB:DF: In
Attachment: Position Description

POSITION DESCRIPTION CITY OF LOS ANGELES			DO NOT USE THIS SPACE
PDES 3 (REV/ 9/12/03)			
1. Name of Employee:	2. Employee's Present Class Title/Code: Project Assistant - 1542	3. Present Salary or Wage Rate: \$ 61,011.36	
4. Reason for Preparing Description: ☐ New Position ☐ Routine Report of Duties ☐ Change in Existing Position ☐ Review for Proper Allocation			
5. Location of office or place of work: 1200 W. 7th St., 4th Fl., Los Angeles, CA 90017		6. Name of Department: <u>Community Development Department</u> Division: Workforce Development Section: Workforce Investment Board (WIB)	
7. Name and title of the person from whom you ordinarily receive instructions and who supervises or reviews your work: Name: David Eder Title: Senior Management Analyst I			
8. Describe in detail the duties and work of this position, describing each duty in a separate paragraph. Begin with the duties that normally take most of your time and then describe the duties that are infrequent. Be certain the tell what is done, how it is done and what materials or equipment are used. Using percentages, show the distribution of the total working time. Also, if the duties and responsibilities of the position have changed, indicate how and when the changes occurred.			
PERCENT OF TIME	DUTIES		
45%	As the Workforce Investment Board's Communications and Outreach Coordinator, the position designs, develops and executes outreach for community, public and business/employer access to expand understanding and awareness of the WIB's City of Los Angeles Workforce Development System (WDS) products, services, initiatives and news; informs and collaborates with other City, County, regional agencies and other stakeholders regarding the WIB's efforts. Under the supervision and direction of the WIB's Executive Director and Senior Management Analyst, the Project Assistant develops, coordinates, and implements a comprehensive communications/outreach/marketing program utilizing various forms of media; maintains and updates WIB social media accounts; develops content (covers or coordinates coverage of various events related to WIB/WDS services and initiatives and writes stories, takes photos, and/or creates video segments) to maintain and update the WIB's website (wiblacity.org); coordinates with webmaster to ensure functionality and relevancy of site; regularly checks and responds to (or coordinates responses of) emails to the WIB and ensures responses are timely and appropriate.		
15%	Responsible for making presentations to community, business sector, youth, workforce development and other groups and/or individuals as needed to promote the WIB / WDS events and other related activities and programs/services; acts as liaison to external parties to provide information as needed and promote a positive image of the WIB and WDS services. Responsible for assisting with event coordination and support for the WIB / WDS initiatives as defined by the WIB and management.		
10%	Responsible for reporting back to WIB Business Services, Marketing and Resource Development (and other committees and meetings as needed) regarding status of outreach plan activities and other initiatives as assigned; responsible for writing WIB committee reports as assigned. Responsible for executing and monitoring the WIB's marketing budget; tracking expenditures; providing reports to management and WIB as needed/requested.		
10%	Responsible for conceptualizing and coordinating work of graphics support staff and executing various media used in communications, promotion work, including but not limited to video and written media, artwork and social media. May be responsible for monitoring and coordinating work of WIB/WDS outreach contractors.		
10%	Supervises and coordinates work of Community Administrative Services Worker (CASW) and interns.		
10%	Other work-related duties as assigned.		
9. How long have the duties been substantially as described above? New position.			
10. List any machinery or equipment operated and any unusual or hazardous working conditions. Personal computer, LCD projector, Apple i-pad, smart phone, scanner, digital video camera/recorder, calculator. Ability to travel to various off-site meetings.			
11. Percent of time spent supervising (training and evaluating employees, assigning and reviewing work). 10%.			
12. Indicate the number of employees supervised by class titles. 1 Community Administrative Services Worker.			
13. I certify that the above statements are my own and to the best of my knowledge are accurate and complete.			
Signature _____ Date _____ Extension _____			

ITEMS TO BE FILLED IN BY THE IMMEDIATE SUPERVISOR

14. Indicate in what respects if any the the duties and responsibilities on the other side are not sufficiently or accurately described.

Duties are accurately described.

15. SUPERVISION RECEIVED. Describe the nature, frequency, or closeness of supervision received by the employee, including the way that the employee's work is assigned and reviewed.

Supervision as needed. Assignments are provided directly, through Senior Management Analyst, WIB's Executive Director, and/or WIB Business Services, Marketing Committee chair/committee.

16. REQUIREMENTS. Indicate the minimum requirements to perform the duties of this position :

(a) Education (include specific subject matter).

Bachelor's degree in communications, journalism, marketing, public administration, political science or any related field. Proficiency in English composition, grammar, spelling, and editorial styles. Prefer knowledge of basic practices, methods and techniques of communication, marketing, and media relations.

(b) Experience (type and length; list appropriate city classes, if any).

17. PHYSICAL REQUIREMENTS. Check below all physical capabilities needed to do this job.

Hours per
40__ week

<u>X</u> Strength to: __ Lift <u>X</u> Push <u>X</u> Pull <u>X</u>	SPECIAL NEED FOR:	EXTENSIVE USE OF:
<u>10lbs</u> Average weight <u>20lbs</u> Heaviest weight	<u>X</u> Vision, to read fine print/numbers	__ Legs, for walking/standing
__ Climbing stairs, ladders, poles	<u>X</u> Hearing, for telephone/alarms	__ Hands and fingers
How far ____	__ Balance for working heights	__ Back, for strenuous labor
__ Face severe work conditions	Other/explain _____	Other/explain _____
Outdoors ____ on/near water _____	_____	_____
other/explain _____	_____	_____

(a) list any alternative methods or devises that can be used to aide in meeting the physical requirements checked above.

N/A

18. RESPONSIBILITIES.

(a) Policy and Methods: Describe the responsibility for the interpretation and enforcement of policy and methods; indicate the extent of participation in development, if any, and approval by higher authority required.

Follows policies of City, CDD, WIB LEO Agreement, WIB bylaws and U.S. Department of Labor regulations and expectations for WIB and Workforce Investment Act programs.

(b) Materials or Products: Describe the responsibility and opportunity for bringing about economies and/or preventing losses through effective handling, processing or storing of materials or products, or through planning or engineering in connection with the same.

Assists WIB Executive Director and Senior Management Analyst in ensuring that work products are efficiently, effectively and appropriately developed, conveyed and executed as required.

(c) Machinery and equipment: Describe the responsibility for the operation, use, repair or care of machinery, equipment, or facilities, or for planning or engineering in connection with the same; indicate the size and kind of such machinery and equipment; describe the opportunity for preventing losses or achieving economies.

Ensures that all equipment is safely maintained and stored.

(d) Money: Describe the responsibility for and access to cash, stamps or other negotiables, or the responsibility for authorizing the expenditure of funds; indicate the average value of negotiables handles each month, or the amounts which are authorized to be expended each month.

Is position bonded? No.

amount of bond\$ _____

(e) Personal Contacts: Describe the purpose and frequency of personal contacts with others, both within and outside of the organization; indicate the type of contacts, purpose thereof, and the importance of persons contacted.

High level of internal and external contacts. Regularly conducts contacts with public, media and WIB members as required by duties.

(f) Records and Reports: Describe the responsibility for records and reports, indicating the kind value of records or reports in descriptive terms, and the action employee takes in respect thereto.

Assists WIB Executive Director and Senior Management Analyst that public records are maintained online and in paper file through public, City and Community Development Department standards. Ensures compliance with CA Brown Act, U.S. Department of Labor and City standards.

Signature of the immediate supervisor _____ Date _____

Class Title _____ Extension _____

Signature of department head  Date 8/20/2012