



ERIC GARCETTI
MAYOR

MEMORANDUM

To: The Honorable Members of the City Council
c/o City Clerk

From: Eric Garcetti, Mayor *EG*

Subject: Re-Exemption of Public Information Director

Date: August 11, 2016

The Department of City Planning (DCP), has requested the exemption of one (1) position of Public Information Director, Class Code 1800, in accordance with Charter Section 1001(b), from civil service for the employment of persons to provide management services or render professional, scientific or expert services of an exceptional character.

Charter Section 1001 (b) allows up to 150 persons to be exempt, with an additional 50 added last year by the City Council pursuant to Charter Section 1001(b)(4). Currently, there are 165 approved exemptions, with two other pending requests. However, because the proposed exemption of the Public Information Director would be substituted for a vacant Geographic Information Systems Supervisor exemption, there would no change to the count.

The Public Information Director position will be responsible for coordinating and addressing the various communication needs of the Department, including addressing regular media inquiries, drafting Department press releases, coordinating communications with elected officials' communications teams, and interacting with the City's certified neighborhood councils. Further, the Public Information Director position will serve as the Department's primary liaison with the Mayor's Public Information Office to ensure prompt and appropriate responses to media inquiries and ensure appropriate messaging. The Public Information Director will serve as the lead manager providing guidance and expertise to staff in public relations, published materials, web presence, social media, and outreach programs.

Honorable Members of the City Council
August 11, 2016
Page 2

The requirements of the Public Information Director position are two years of full-time paid experience with the City of Los Angeles as a Principal Public Relations Representative or in a class at that level preparing and disseminating information using mass communications media, experience in crisis management or community relations activities; or experience in engaging and interacting with the media; or a bachelor's degree from an accredited four-year college or university including 24 semester or 36 quarter units in public relations, journalism, mass communications, writing or English and five years of full-time paid professional experience being responsible for an organization's public relations or news writing, media relations, community relations, public relations events or general public relations function, which includes one or more of the following: interaction with the communications media and/or general public; experience in analyzing, planning, preparing, and disseminating information to publicly promote programs or projects; and experience interacting with or advising management or clients regarding public information techniques.

While the position of Public Information Director is a civil service classification for which examinations have been given in the past, DCP believes it will be difficult to attract the best qualified candidates with respect to the technical aspects of the job duties without considering outside of the current eligible list. DCP would like to open this position to outside candidates as well as to candidates currently on the Public Information Director eligible list.

The exemption of this position will allow DCP the flexibility to recruit and select the best qualified candidate who possesses the necessary foundational experience and expertise for the position. The duties as described are appropriate to the class of Public Information Director.

I hereby approve the request for the exemption of one position of Public Information Director and transmit my action to the City Council, pursuant to City Charter Section 1001 (b) (1).

EG:ms

Attachment

cc: Vincent P. Bertoni, Director, Department of City Planning
Ana Guerrero, Chief of Staff, Office of the Mayor
Mandy Morales, Legislative Coordinator, Office of the Mayor
Wendy Macy, General Manager, Personnel Department