

Class Title: Public Relations Assistant

BRIEF DESCRIPTION OF THE CLASSIFICATION:

Provides office support to the public relations team and publications. Helps with dissemination of information to the public and media. Assists citizens with information about the city of Norfolk.

ESSENTIAL FUNCTIONS:

This information is intended to be descriptive of the key responsibilities of the classification. The following examples do not identify all duties performed by any single incumbent. Specific requirements of individual positions are described in the Job Description.

Physical Strength Code		ESSENTIAL FUNCTIONS
1	S	Assists the public relations team by disseminating information to the public and media, copy editing the Civic Connection, scanning newspapers for Norfolk stories, answering telephone calls, assisting citizens and media with inquiries, and helping managers of communication and public relations with various tasks.
2	S	Provides graphic and production support of publications by assisting with graphic designs and offering photographic support.
3	S	Supervises information desk by maintaining payroll and keeping information current.

CSC Adopted: October 2001, CSC Revised: _____

CLASS REQUIREMENTS:

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Formal Education / Knowledge	Work requires broad knowledge in a general profession or technical field. Knowledge is normally acquired through four years of college resulting in a Bachelor’s degree or equivalent
Experience	Six months.
Certifications and Other Requirements	Valid Driver’s License may be required depending on assignment.
Reading	Work requires the ability to read policies and procedures, reports, and technical material.
Math	Work requires the ability to perform general math calculations such as addition, subtraction, multiplication and division.
Writing	Work requires the ability to write correspondence, technical reports, articles, and press releases.
Managerial	Managerial responsibilities include ability to oversee production schedules and promotional materials.
Budget Responsibility	N/A
Supervisory / Organizational Control	Work requires the occasional direction of helpers, assistants, seasonal employees, interns, volunteers or temporary employees.
Complexity	Work involves choices of action within limits set by standard practices and procedures. Professional judgment is required to apply the proper course of action.
Interpersonal / Human Relations Skills	Contacts others within the organization. These contacts may involve similar work units or departments within the City which may be involved in decision making or providing approval or decision making authority for purchases or projects. Works with individuals outside the City who may belong to professional or peer organizations. Working with various state and federal agencies may also be required.

CSC Adopted: **October 2001**, CSC Revised: _____

OVERALL PHYSICAL STRENGTH DEMANDS:

Sedentary	X	Light	Medium	Heavy	Very Heavy
S = Sedentary Exerting up to 10 lbs. occasionally or negligible weights frequently; sitting most of the time		L = Light Exerting up to 20 lbs. occasionally, 10 lbs. frequently, or negligible amounts constantly OR requires walking or standing to a significant degree.	M = Medium Exerting 20-50 lbs. occasionally, 10-25 lbs. frequently, or up to 10 lbs. constantly.	H = Heavy Exerting 50-100 lbs. occasionally, 25-50 lbs. frequently, or up to 10-20 lbs. constantly.	VH = Very Heavy Exerting over 100 lbs. occasionally, 50-100 lbs. frequently, or up to 20-50 lbs. constantly.

PHYSICAL DEMANDS:

C = Continuously 2/3 or more of the time.	F = Frequently From 1/3 to 2/3 of the time.	O = Occasionally Up to 1/3 of the time.	R = Rarely Less than 1 hour per week.	N = Never Never occurs.
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This is a description of the way the job is currently performed; it does not address the potential for accommodation.

PHYSICAL DEMANDS	FREQUENCY CODE	DESCRIPTION
Standing	F	Office equipment, filing, special events, meetings, media relations, seminars
Sitting	F	Computer, desk work, answering telephone, meetings, seminars, special events, driving
Walking	F	Inter-office, to/from meetings, to/from office equipment, to/from events
Lifting	O	Boxes, office supplies, files, reports, photos, promotional materials, publications, books
Carrying	O	Boxes, office supplies, files, reports, photos, promotional materials, publications, books
Pushing/Pulling	O	Hand cart
Reaching	R	Items on shelves
Handling	F	Boxes, office supplies, files, reports, photos, promotional materials, publications, books
Fine Dexterity	C	Computer keyboard, calculator, writing
Kneeling	R	Computer maintenance, collating materials
Crouching	R	Computer maintenance, collating materials
Crawling	N	
Bending	R	Computer maintenance, collating materials, filing
Twisting	N	
Climbing	N	
Balancing	N	
Vision	C	Computer, desk work, reading, meetings, seminars, photography, driving
Hearing	C	Telephone, staff, supervisors, media, meetings, seminars
Talking	F	Telephone, staff, supervisors, media, meetings, seminars
Foot Controls	F	Driving
Other (specify)		

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MACHINES, TOOLS, EQUIPMENT, AND WORK AIDS:

Computer, laser or inkjet printer, copy machine, fax machine, telephone, calculator, Standard Microsoft Windows and Office software, Photoshop, QuarXpress, Pagemaker, Adobe Acrobat

ENVIRONMENTAL FACTORS:

D = Daily	W = Several Times Per Week	M = Several Times Per Month	S = Seasonally	N = Never
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HEALTH AND SAFETY		ENVIRONMENTAL FACTORS	
Mechanical Hazards	N	Dirt and Dust	N
Chemical Hazards	N	Extreme Temperatures	N
Electrical Hazards	N	Noise and Vibration	N
Fire Hazards	N	Fumes and Odors	N
Explosives	N	Wetness/Humidity	N
Communicable Diseases	N	Darkness or Poor Lighting	N
Physical Danger or Abuse	N		
Other (see 1 below)	N		

PRIMARY WORK LOCATION	
Office Environment	X
Warehouse	--
Shop	--
Vehicle	--
Outdoors	--
Other (see 2 below)	--

- (1)
- (2)

PROTECTIVE EQUIPMENT REQUIRED:

None

NON-PHYSICAL DEMANDS:

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NON-PHYSICAL DEMANDS	
Time Pressures	F
Emergency Situations	R
Frequent Change of Tasks	F
Irregular Work Schedule/Overtime	R
Performing Multiple Tasks Simultaneously	F
Working Closely with Others as Part of a Team	F
Tedious or Exacting Work	O
Noisy/Distracting Environment	R
Other (see 3 below)	N

- (3)