

Extraordinary Qualifications - Civil Service Form #2576

Requester Information

Name: Dawrell Adams Date: 11/15/2021
 Email: deardam@nola.gov
 Phone Number: 504-658-5468
 Department: Fiscal Management

Employee Details

Employee Name: Aaron Looney
 Department: 270 - Police

Appointing Authority: Bryan Barthelemy
 Fabian Barthelemy

Is this a promotion or a new hire? New Hire (Hired Above Minimum) Promotion (Qualified Above Minimum)

Proposed Classification: PUBLIC RELATIONS SPECIALIST SENIOR

Current Classification: PUBLIC RELATIONS SPECIALIST

Job Posting and Appointment

Type of Appointment: Probationary Date of Appointment (if known): 10/9/2021

Duration of Job Posting: 2 weeks

Method(s) of Advertising?: Civil Service Website

Detailed Position Description:

Lead level administrative and technical work serving as a liaison for a city department to city management, news media, and the general public. Responsibilities include responding to requests for information from citizens and the media. Work also includes designing, writing, and editing a variety of printed material including brochures, fliers, newsletters, press releases, reports, program notices, proposals, and other marketing and promotional materials. Duties include preparing written correspondence for management staff regarding major or unusual situations as well as preparing and delivering effective oral presentations. Routinely developing and facilitating releases to the media on developing/breaking stories regarding investigations and/or other areas of public concern and facilitating releases to the standard social media platforms (e.g., Facebook, Twitter, YouTube, and blogging) and implementing public information strategies to project a positive image of the Department. Incumbents provide strategic policy advice to department management regarding external and internal communications, media relations, community relations and public information, and related duties as required.

Qualifications

How many applicants were on the eligible list? After reviewing the register, how many possessed the extraordinary qualification(s) described below?:

4 people on the eligibility list. Non possesses extraordinary qualifications. One indicated that he was no longer interested in the position. The second candidate was not responsive. The third candidate, upon learning that the position was with the Police Department, indicated she was not interested in the position.

Describe:	Minimum Qualification - from Job Announcement	Employee Qualification that Exceeds the Minimum	Details
<p>1. A Bachelor's Degree in Public Relations, Communications, Journalism or a closely related field from an accredited college or university; 2. Four (4) years of responsible professional administrative experience in public relations, communications, or journalism. One (1) year of this experience must have been in the capacity of a team leader, supervisor or coordinator. Professional experience must have been gained in a position that required a Bachelor's Degree upon entrance.</p>	<p>The candidate has 16 years of related and applicable media experience. Including five years working in the NOPD Public Affairs office.</p>	<p>There were three other applicants for this position. One indicated he was not interested in the position. Another candidate was not responsive. A third candidate, upon learning the position was with the police department, indicated she was not interested in the position. She further indicated she would not have applied for the position had the listing mentioned the position was with NOPD.</p>	<p>Hi, "Update" to save</p>

Describe how similar qualifications are not readily available in the labor market at the minimum rate:

How are the duties of the position relevant to the advanced qualification?:

The candidate's experience gained while working in the NOPD Public Affairs office knowledge will provide for a near-seamless transition to the duties of this position and running several aspects of the day-to-day operation of the NOPD Public Affairs office.

Are there other departmental employees in this classification with the same or equivalent qualifications: Yes No

Additional Documentation

- Attachment 1:
- Attachment 2:
- Attachment 3:

Proposed Pay Rate

Rate Granted in Steps (maximum of 21): Rate Granted as a Percentage (must be divisible by 1.25):

How will hiring this person at the rate specified be a financial advantage to the City? (Please provide an objective financial analysis):

There will be nearly no need for training during his transition from his current position and the new position. This will minimize the time spent in training saving the city money by reducing or eliminating unproductive training hours.

Appointing Authority Approval

Name: Erica Burkhalter

Date: 11/15/2021

Approval: Approved Denied

Comment:

Class & Pay Approval

Name: Nalika Vassel

Date: 11/24/2021

Approval: Approved Denied Cancel

Comment: We do not have any objections at this time.