

# Extraordinary Qualifications - Civil Service Form #2925

## Requester Information

Name: EricaBurkhalter Date: 10/2/2022  
Email: eeburkhalter@nola.gov  
Phone Number: 504-658-5404  
Department: Fiscal Management

## Employee Details

Employee Name: Karen Boudrie  
Department: 270 - Police

Appointing Authority:

Erica Burkhalter  
Fabian Barbarin

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

Proposed Classification: PUBLIC RELATIONS SPECIALIST

## Job Posting and Appointment

Type of Appointment: Probationary Date of Appointment (if known): 10/15/2022

Duration of Job Posting: Continuous

Method(s) of Advertising?: Civil Service Website

Detailed Position Description:  
Complex 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, flyers, newsletters, press releases, reports, program policies, 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, proactively developing and facilitating releases to the media on developing/breaking stories regarding, investigations, and/or other areas of public concern; creating and monitoring the content for 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?

There are 6 applicants on the eligibility list. None possesses extraordinary qualifications.

Describe:	Minimum Qualification - from Job Announcement	Employee Qualification that Exceeds the Minimum	Details
<p>A Bachelor's Degree in Public Relations, Communications, Journalism or closely related field from an accredited college or university.* Two (2) years of responsible professional administrative experience in public relations, communications, or journalism. At least one year of this experience must have included website design, social media content creation, digital photography or videography within the last three years. Professional experience must have been gained after receipt of a Bachelor's degree.</p>	<p>Over 20 years of public relations, communications, or journalism.</p>		

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

There are several other applicants for this position. But the amount of experience this candidate possess far exceeds any other current applicant for this position. Out of the two candidates chosen, one candidate failed background. This position has been extremely difficult to fill.

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

The candidate's experience and the media market knowledge she possesses will provide for an added value to the Public Affairs office in terms of strategy and execution of long-term departmental communications goals and strategies.

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 very little need for advanced training and no need for remedial training related to communications practices. This will minimize the time spent in training saving the city the money by reducing or eliminating unproductive training hours.

Appointing Authority Approval

Name: Erica Burkhalter

Date: 10/2/2022

Approval:  Approved  Denied

Comment:

Class & Pay Approval

Name: Nalika Vassel

Date: 10/5/2022

Approval:  Approved  Denied  Cancel

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