

Extraordinary Qualifications - Civil Service Form #3033

Requester Information	
Name:	Glenn Constable
Date:	2/28/2023
Email:	grconstable@nola.gov
Phone Number:	504-658-2569
Department:	Personnel and Training Office

Employee Details	
Employee Name:	Isis Casanova
Department:	360 - Health
Appointing Authority:	Jennifer Aragon
Is this a promotion or a new hire? <input type="radio"/> New Hire (Hired Above Minimum) <input checked="" type="radio"/> Promotion (Qualified Above Minimum)	
Proposed Classification:	PUBLIC RELATIONS SPECIALIST
Current Classification:	PUBLIC RELATIONS ANALYST

Job Posting and Appointment	
Type of Appointment:	Probationary
Date of Appointment (if known):	2/27/2023
Duration of Job Posting:	1 week
Method(s) of Advertising?:	Promotion
Detailed Position Description:	<p>NOHD uses communications to influence policymakers, engage the media, educate the public, deliver calls to action, and inspire behavioral changes through media outreach, branding, social media, marketing, advertising, and community engagement, so having a well qualified PR Specialist is of the utmost importance.</p> <p>Job Duties:</p> <ol style="list-style-type: none">1. Organize and setup all media interview for department.2. Create, design graphic and videos, monitor, and manage all social media content.3. Communicate with the mayor's communication team, with Nola Ready, and all other PIOs.4. Write talking points, press releases, speeches, setup press conferences.5. Manage all NOHD website contents.6. Design and create all content for newsletter and internal communications.7. Tracking and recording data for analytics.8. Interpret urgent material for NOHD from English to Spanish and give interviews in Spanish for the department.9. Follow internet chatter for disinformation, and handle any crisis management in the media.10. Help Director gather information for budget requests.

Qualifications	
How many applicants were on the eligible list? After reviewing the register, how many possessed the extraordinary qualification(s) described below?	Eight Candidates are on the list. Zero other

Describe:	Minimum Qualification - from Job Announcement	Employee Qualification that Exceeds the Minimum	Details
	1) A bachelor's degree from an accredited college or university in Public Relations, Journalism, Communication; plus, a minimum of two (2) year of professional experience in public relations, communications, OR journalism.	A bachelor's degree from an accredited college, and 20+ years of work experience in all three areas	• Has extensive experience working campaigns for a number of audiences at KUSA (NBC 9), WGNO (ABC
	2) Responsible for providing information, creating materials, and communicating with the public regarding health and safety.	In addition to accomplishing all of these tasks, the applicant has served as an interpreter/translator when the regular service was not available. Applicant is also serves as a bilingual spokesperson for the department during emergencies.	• Worked as a Communication Specialist Supreme Court
	3) 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	Applicant has a previous webmaster certification and years of web content management, and over 10 years of experience with social media content management, photography and videography	• Webmaster certification, Arapahoe reporter KUSA (NBC 9), • Special

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

This position requires a unique set of qualifications that is difficult to find within public health knowledge and proficiency with communication technologies, marketing, and public relations are difficult to find, especially at the minimum entrance rate.

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

The Public Relations Specialist position requires copywriting and copy-editing abilities, and big campaigns for new programs. Ms. Casanova currently has proven experience in the and through her years of experience outside the department as a Public Relations Director at NGOs. She also has experience developing public health promotional campaigns for a position. Finally, the applicant has already completed FEMA Advanced Incident Command requirement of all New Orleans Health Department staff upon hire.

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):

Hiring for the Communications position has been a difficult task above the minimum entrance rate will allow the Health Dept someone that is not well-qualified will require time and money from the beginning.

Appointing Authority Approval

Name: Jennifer Avegno

Date: 3/3/2023

