

**POSITION DUTY STATEMENT**

PM-0924 (REV 7/2014)

CLASSIFICATION TITLE Associate Governmental Program Analyst	OFFICE/BRANCH/SECTION District 1/Administration/Public Affairs	
WORKING TITLE District Public Information Officer	POSITION NUMBER 901-001-5393-xxx	EFFECTIVE DATE February, 2015

As a valued member of the Caltrans team, you make it possible for the Department to provide a safe, sustainable, integrated, and efficient transportation system to enhance California's economy and livability. Caltrans is a performance-driven, transparent, and accountable organization that values its people, resources and partners, and meets new challenges through leadership, innovation and teamwork.

**GENERAL STATEMENT:**

Under the direction of the Chief, Public Information Office (an Information Officer II), incumbent assist in the preparation and publishing of information pertaining to Department/District activities for distribution to the media, other agencies, Headquarters, and within the District. The incumbent will work closely with the District Director and other members of District Executive Staff. The incumbent's work schedule may change rapidly, depending on workload. Occasional overtime and/or after normal business hours work may occur.

**TYPICAL DUTIES:**

Percentage		Job Description
Essential (E)/Marginal (M) <sup>1</sup>		
35%	E	Actively seek to inform the media and the public regarding Caltrans' role as a transportation provider within the District. Answer inquiries from the media, Headquarters, state agencies and the general public by way of telephone, web services, in writing, or in person. Interviews with the media are required.
25%	E	Plan, prepare, and publish news releases, social media posts, fact sheets, and road information bulletins that pertain to District and Regional projects, programs, or other Departmental issues, with primary focus on Humboldt and Del Norte counties.
20%	E	Establish and maintain a cooperative and proactive relationship with State and local government offices, local media, and community relations organizations as the District's public and legislative affairs liaison, performing liaison duties, including gathering information from District 1 to provide to the Governor's office.
10%	E	Assist in the planning, preparation, and coordination of public relations and media events, such as press conferences, groundbreaking ceremonies, ribbon cuttings, facility openings and/or dedications, and other internal events involving public relations and the District. Plan and/or assist in the planning of public meetings pertaining to projects to be undertaken in the District. Assist in the coordination of the Awards Program, including the Excellence in Transportation awards, employee performance awards, length of State service awards, and other recognition activities for the District. Arrange fund-raising events, site and meal reservations, and the timely acquisition of certificates, pins, and other articles of recognition to be presented.
5%	M	Assist in the preparation and publication of the District newsletter. Collect articles and pictures, acquire guest articles, and perform interviews. Contribute to the production of the newsletter using web services, and/or other Information Technology means.
5%	M	Perform general administrative tasks, such as answering the telephone, word processing, preparing reports, filing, copying, and ordering of supplies. Assist and provide back up for District 1 Claims Officer. May on occasion serve as delegate for Chief, Public Information Office.

<sup>1</sup>ESSENTIAL FUNCTIONS are the core duties of the position that cannot be reassigned.

MARGINAL FUNCTIONS are the minor tasks of the position that can be assigned to others.

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### SUPERVISION OR GUIDANCE EXERCISED OVER OTHERS

None.

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### KNOWLEDGE, ABILITIES, AND ANALYTICAL REQUIREMENTS

The incumbent must have thorough knowledge of the principles of effective communication; must be versed in the Department's strategic plan, goals, and objectives; as well as Department policies, programs, organizational structure, and business practices. Must be knowledgeable regarding local media, government, and public interest groups and/or planning organizations.

Must be able to write and speak publicly with ease and effectiveness; must be able to organize and make effective progress on a number of consecutive projects or activities; must be able to formulate clear and concise plans and objectives pertaining to public information; must be able to balance a diverse and demanding workload; must be able to work proactively and cooperatively with Caltrans staff and others associated with, or who have an interest in public information as it relates to Caltrans activities.

Must be able to analyze and understand complex political and/or public relations situations and/or problems; must use good judgment during emergency situations, and use tact in dealing with the public and other employees; must evaluate information and take corrective action.

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### RESPONSIBILITY FOR DECISIONS AND CONSEQUENCES OF ERROR

Errors may result in embarrassment to the Department/District, and may have negative implications on the traveling public. Failure in this regard may result in the loss of credibility of the Department/District, complicating complex partnerships with State and local government offices, planning agencies, or others with whom a partnership relation is desired.

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### PUBLIC AND INTERNAL CONTACTS

Daily and continuous contact with the District Director and/or other members of District Executive Staff. Frequent contact with Caltrans Headquarters Public Affairs, District and North Region employees, State and local government offices, local media, and the public.

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### PHYSICAL, MENTAL, AND EMOTIONAL REQUIREMENTS

The incumbent may be required to sit for long periods of time using a keyboard and video display terminal. May be required to move podiums and other accoutrements of public meetings, ribbon cuttings, and similar events. Must be able to work effectively under periods of stress resulting from heavy and seasonal workloads. Must be able to deal effectively with difficult and sometimes angry individuals, while maintaining a calm and professional demeanor. The incumbent must act in a professional and knowledgeable manner in the performance of duties. Must be able to interact with others with a high degree of professionalism, in an informed and knowledgeable manner.

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### WORK ENVIRONMENT

While at their base of operation, incumbent will work in a climate-controlled office, under artificial lighting, in a modular unit with cubicles close together. May be subject to distractions such as noise, other's phone calls, and employee discussions. May also be required to travel and work outdoors, with exposure to noise, dirt, dust, and various elements of weather. The incumbent's work schedule may change rapidly, depending on workload. Occasional overtime and/or after normal business hours work may occur.

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I have read, understand and can perform the duties listed above. (If you believe you may require reasonable accommodation, please discuss this with your hiring supervisor. If you are unsure whether you require reasonable accommodation, inform the hiring supervisor who will discuss your concerns with the Reasonable Accommodation Coordinator.)

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EMPLOYEE (Print)

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EMPLOYEE (Signature)

DATE

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I have discussed the duties with, and provided a copy of this duty statement to the employee named above.

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SUPERVISOR (Print)

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SUPERVISOR (Signature)

DATE