

**CALIFORNIA DEPARTMENT OF TRANSPORTATION
DUTY STATEMENT**

CLASSIFICATION TITLE	DISTRICT/DIVISION/OFFICE	
Associate Governmental Program Analyst	District 1/Administration /Public Affairs	
WORKING TITLE	POSITION NUMBER	EFFECTIVE DATE
District Public Information Officer	901-001-5393-xxx	June 2014

As a valued member of the Caltrans team, you make it possible for the Department to improve mobility across California by being innovative and flexible; reporting to work regularly and on time; working cooperatively with team members and others; and treating others fairly, honestly and with respect. Your efforts are important to each member of the team, as well as those we serve.

GENERAL STATEMENT: Under the direction of the Chief, Public Information Office, an Information Officer II, the District Public Information Officer will be responsible for assisting 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. Duties include, but are not limited to:

TYPICAL DUTIES:

PERCENTAGE

JOB DESCRIPTION

Essential (E)/Marginal (M)¹

- 30% (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.
- 15% (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.

¹ 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

- 10% (E) 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.
- 5% (M) On occasion, serve as delegate for Chief, Public Information Office.

SUPERVISION EXERCISED OVER OTHERS:

This position does not supervise other employees.

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.

CONSEQUENCE OF ERROR/RESPONSIBILITY FOR DECISIONS:

The incumbent must act in a professional and knowledgeable manner in the performance of duties. 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.

PUBLIC AND INTERNAL CONTACTS:

The incumbent may have continuous, daily contact with the District Director and/or other members of District Executive Staff, and frequent contact with Caltrans Headquarters Public Affairs, District and North Region employees, State and local government offices, local media, and the public. Must be able to make these contacts with a high degree of professionalism, in an informed and knowledgeable manner.

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.

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. There could be 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.

I have read, and understand the duties listed above and can perform them either with or without reasonable accommodation. (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.)

Employee's Name (print)

Signature

Date

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

Supervisor's Name (print)

Signature

Date