

POSITION DUTY STATEMENT

PM-0924 (REV 7/2014)

CLASSIFICATION TITLE Associate Governmental Program Analyst	OFFICE/BRANCH/SECTION District 12/Administration/Public Information	
WORKING TITLE Public Information Officer	POSITION NUMBER 912-002-5393-XXX	EFFECTIVE DATE

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 Staff Services Manager I, the Public Information Officer will provide a wide range of communication services to the general public, local and state governmental agencies, elected officials, private and public groups, the print and broadcast media and internal customers. The work schedule for this position is Monday through Friday, 8:00 a.m. to 5:00 p.m.

TYPICAL DUTIES:

Percentage		Job Description
40%	E	The incumbent will work directly with other Public Information Officers in a team environment to develop and produce written communication material: press releases, construction alerts, event calendars, fact sheets, informational brochures and pamphlets, newsletters, speeches, reports and correspondence designed to inform the public and other targeted audiences of ongoing Departmental and District programs and services. The incumbent will analyze information for accuracy and content and to ensure the collateral material meets departmental protocols regarding release of public records prior to public distribution. The incumbent will participate in all departmental public outreach campaigns such as the Slow for the Cone Zone Safety Campaign, the Don't Trash California educational campaign and any active public awareness campaigns to ensure the Department's mission, vision and goals are endorsed and supported by internal and external customers.
35%	E	The incumbent will facilitate the research of information initiated by public requests for records with District functional units to ensure compliance with the California Public Records Act and coordinates and facilitates the dissemination of complaints received either in writing or verbally from the Department's internal or external customers and ensures a timely response is provided. Incumbent will interact with the Department's As-Built unit to ensure compliance with requests for as-built plans and records. The incumbent will develop a working knowledge of the political community within the District, its elected officials and their programs as it affects transportation and the Department. The incumbent will address all legislative complaints as a high-priority and ensure management is aware of any sensitive issues that may have adverse consequence on the Department's programs and services.
15%	E	The incumbent will work with the assigned district PIO Officer responsible to provide daily, weekly, and monthly media activity reports to the Division of Public Affairs as needed.
10%	M	The incumbent will facilitate/coordinate District sponsored event activities such as open houses, community meetings, project ribbon cutting or ground-breaking events, internal award ceremonies and the Senior Quarterly Meeting.

This is a represented position under Collective Bargaining.

¹ESSENTIAL 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.

SUPERVISION OR GUIDANCE EXERCISED OVER OTHERS

None, but may act as lead.

ADA Notice

For individuals with sensory disabilities, this document is available in alternate formats. For information, call (916) 445-1233, TTY 711, or write to Records and Forms Management, 1120 N Street, MS-89, Sacramento, CA 95814.

POSITION DUTY STATEMENT

PM-0924 (REV 7/2014)

KNOWLEDGE, ABILITIES, AND ANALYTICAL REQUIREMENTS

Position requires knowledge of Caltrans activities and processes; knowledge of public information and community liaison techniques and methods; knowledge of proper methods of leading formal business meetings involving staff, public, business owners and local agencies; knowledge of techniques for dispute negotiation and resolution. Must have effective written and oral communication skills. Must be aware of local and state governmental organizations and political interaction.

Position requires the ability to interact diplomatically with the public, contractors, Caltrans representatives and special interest groups; to analyze and evaluate variable situations and personal interests of parties impacted by Caltrans activities and respond positively toward Departmental goals. Must be well organized to assure timely information is provided to both internal and external customers. Must be able to comprehend and understand complex issues and represent the State in a responsible, professional manner. Must be sensitive to public issues involving Caltrans activities and appropriately convey the public's concerns to management. Must be able to negotiate and resolve disputes between the Department and internal and external customers.

Must be able to participate in public relations activities after normal working hours. Requires the ability to travel independently and setup and operate miscellaneous multimedia equipment for presentations.

This position requires the ability to analyze and resolve difficult communication problems, including those dealing with public attitudes, which are not subject to the usual analytical quantification processes. Develop and implement alternatives to resolve issues that evolve from Caltrans activities. Immediate response is often necessary for telephone calls or face-to-face meetings. Quick analysis and response must be performed to effectively handle a situation.

RESPONSIBILITY FOR DECISIONS AND CONSEQUENCES OF ERROR

As a State representative, many decisions and statements must be made without direct supervision. All actions and communications should be within the scope of this position. The Department's credibility can be severely affected by statements and proposed solutions recommended. Consequently, it is imperative for the Public Information Officer not to exceed delegated authority and to appropriately elevate issues beyond their authorization to resolve.

Failure to provide accurate and timely information could result in negative press and/or damage to the Department's credibility. Erroneous responses could result in major citizen concern, lawsuits against the Department, and misinformation disseminated through media reports. Must provide proper response while dealing with particularly sensitive areas under direction from supervisors.

PUBLIC AND INTERNAL CONTACTS

Daily contact with the public, media, Caltrans staff -- Serves as liaison, consulting, providing advice and recommendations. The benefits of the position are greatly influenced by job performance and can immediately elevate the image of the Department. The quality of contacts made by this position can reverse negative public perception to a positive one. Relationships developed and maintained by this position are critical to the District in its goal of strengthening partnerships with local officials and improving communication to internal and external customers.

PHYSICAL, MENTAL, AND EMOTIONAL REQUIREMENTS

Physical: The incumbent will be required to operate within confined spaces which may require some stooping, bending, standing or sitting for prolonged periods. May be required to stay seated at desk except during designated breaks and lunch meal periods. May be required to sit in or operate a state vehicle. May be required to move audio-visual equipment between various floors on a handcart which may require pushing and moving items that may weigh as much as 50 pounds. Incumbent must be able to travel for extended periods to meetings throughout the District boundaries. Must be able to setup and operate miscellaneous multimedia equipment and presentation materials.

Mental and Emotional: Must have the ability to develop and maintain cooperative working relationships; respond appropriately to difficult situations; recognize emotionally charged issues or problems. Will be required to deal tactfully and courteously to the public; internal and external customers; and adhering to the Department's equal opportunity policies and directives against discriminatory or harassing behavior. Must be able to focus on precise activities beyond the distractions of a busy business environment; be emotionally stable, alert, and aware at all times. May need to prioritize work tasks to meet competing deadlines. Must reason logically, draw valid conclusions, make appropriate recommendations, and adopt an effective course of action. This position is responsible for work cooperatively with team members, managers and supervisors to identify innovations that will increase productivity, reduce cost and maintain and improve quality products and services for the Department. This position must adhere to customer service standards set by his/her unit and provide high quality service to both internal and external customers.

POSITION DUTY STATEMENT

PM-0924 (REV 7/2014)

WORK ENVIRONMENT

The employee will be based in an office environment that is climate-controlled under artificial lights with some outdoor travel. May be required to stand or sit for long periods of time. May be exposed to or put in stressful situations. Will be required to operate various office business machines and electronic devices during the course of the assignment, such as photocopiers, workstation computer, laptop computer, projectors, printers, scanners, telephones, pagers, camera, and cell phone.

Working hours will be set at 8am to 5pm, Monday through Friday, unless other hours have been otherwise approved. Incumbent will be required to travel to meetings and training throughout the district boundaries, as requested.

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.)

EMPLOYEE (Print)

EMPLOYEE (Signature)

DATE

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

SUPERVISOR (Print)

David Richardson Office Chief: Public Information/External Affairs

SUPERVISOR (Signature)

DATE