

POSITION DUTY STATEMENT

PM-0924 (REV 7/2014)

CLASSIFICATION TITLE	OFFICE/BRANCH/SECTION	
Associate Transportation Planner	HQ/DRISI/Management Service	
WORKING TITLE	POSITION NUMBER	EFFECTIVE DATE
Communication and Outreach Specialist	913-155-4721-913	July 2014

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 (Staff Services Manager I), Administration and Communication Branch, Office of Management Services (OMS), the Associate Transportation Planner serves as the Communication and Outreach Specialist for the Division of Research, Innovation and System Information (DRISI). The position serves as part of the Division's Communication Team implementing all communication, outreach, and marketing efforts and techniques into all Division programs, services, and activities. This position develops, implements, monitors, and updates the Strategic Communication Plan for DRISI's Research Program, research process, projects, products, and services. In addition, the position develops, plans, and coordinates DRISI outreach events designed to bring researchers and practitioners together to exchange information and transfer knowledge; maintains DRISI's Strategic Plan; Business Plan, Performance Measures; and develops reports for management summarizing results, and develops tools and techniques to implement change.

TYPICAL DUTIES:

Percentage		Job Description
Essential (E)/Marginal (M) ¹		
25%	E	<p>Communications Planning and Administration Develops, administers, and evaluates the Division's Strategic Communication Plan, including all communication materials and the coordination of events to promote and support the Division. Develops, implements, and analyzes all communication, outreach, and marketing efforts for the Division's services, products, and activities. Collaborates with the Division's Webmaster on the evaluation of the Division's internal and external websites for communication goals and develops strategies for improvement. Coordinates the timely dissemination of information about DRISI's program, services, and activities, including research reports to internal and external customers.</p>
20%	E	<p>Outreach and Marketing Collaborates with the Division Chief, Office Chiefs, and Division staff to gather program and project information to be included in all internal and external communications and general marketing products and materials for the Division. Develops presentations, brochures, informational articles, reports, memos, and e-mail correspondence to communicate the Division's program, products and services to internal and external customers.</p>
20%	E	<p>PIO Communication Coordinates and develops the appropriate strategies for communication between DRISI and Caltrans PIO Offices at Headquarters and the Districts. Coordinates information gathering with Office Chiefs and Division staff on all PIO and public inquires.</p>
20%	E	<p>Strategic Planning Coordinates the development of the Division's Strategic Plan with DRISI Office Chiefs. Facilitates the development of plan goals, objectives, strategies and action plans. Ensures the Division's strategic planning elements are consistent with, and are in support of the Department's Strategic Plan. Coordinates information gathering with Office Chiefs and develops a final Strategic Plan.</p> <p>Integrates DRISI's Strategic Plan with the Division's Strategic Communications Plan. Coordinates with DRISI staff to integrate annual planned actions with available resources, assists in quantifying outstanding needs and availability to support implementation. To facilitate implementation of the Strategic Plan, works with DRISI staff to assist in the development of implementation strategies.</p>

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- 10% E Business Plan and Performance Measures
Provides identification, formulation, and on-going revisions to DRISI's Business Plan, including the appropriate strategies for implementation and valid performance measurement development. Coordinates information gathering with Office Chiefs and develops a final, updated Business Plan.
- Integrates DRISI's Business Plan with the Division's budget. Coordinates with DRISI budget staff to integrate annual planned actions with available resources, assists in quantifying outstanding needs and availability to support implementation. To facilitate implementation of the Business Plan, works with DRISI budget staff to assist in the development of Budget Change Proposals.
- Develops a tracking system for performance measures and monitors the Division's progress toward achieving its stated goals and objectives. Provides quarterly and ad hoc reports to the DRISI Management Team with analysis of the performance agreement progress and recommendations for improvement.
- 5% M Prepares written reports, issue papers, spreadsheets, e-mails and correspondence as necessitated by and for management. Attend or conduct meetings and assists in resolving internal workload issues. Performs special assignments as directed by the Branch or Office Chief.

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

This is not a supervisory position, however, the incumbent may be the lead on interdisciplinary teams or matrix management assignments, or oversee special assignments of Associate Governmental Program and Staff Services Analysts, Office Technicians, and Student Assistants.

KNOWLEDGE, ABILITIES, AND ANALYTICAL REQUIREMENTS

Knowledge of marketing and communication tools and techniques, and having the ability to develop marketing and communication plans for processes, products, and/or services is highly desirable. Must possess the ability to write creatively and effectively. Must possess knowledge of the principles of public information, public participation, marketing, communication, strategic planning, business administration and public administration. Must have knowledge of the Division's and Department's mission, vision, goals, organization, policies, and procedures; Federal and State laws; rules and regulations governing the Department and Division's research programs.

Must have the ability to work independently. Must have the ability to establish and maintain project priorities; independently carry out assigned activities; exercise good judgment; gather, compile, analyze and interpret data; reason basically and creatively; develop formats to present and display data; use a variety of analytical techniques to propose solutions; develop and evaluate alternatives; present ideas effectively orally and in writing; work effectively with others as an interdisciplinary team member; establish and maintain effective and cooperative working relationships with those contacted during the course of the work; maintain a level of professional integrity to ensure that the best interests of the Division and Department are served; use a personal computer and various software programs.

Must have knowledge of the Department's strategic planning efforts; able to communicate strategic planning concepts and techniques effectively; able to demonstrate the application of performance measurement techniques including an awareness of behavioral aspects, and able to coach managers in the use of performance measurements as a tool for implementing strategic and organizational change.

RESPONSIBILITY FOR DECISIONS AND CONSEQUENCES OF ERROR

The consequence of errors in carrying out the responsibilities of communication and strategic planning would have significant impact on the Division's ability to contribute to the Department's mission and goals. This would result in a loss of confidence in the Department's capability to carry out and meet its commitments, higher program and projects costs, delays in program and project completion, lost funding opportunities and possible litigation.

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PUBLIC AND INTERNAL CONTACTS

The incumbent has regular contact with management and staff throughout the Department in statewide Districts and headquarter Divisions, including the Executive Team in the Director's Office, and External Affairs.

PHYSICAL, MENTAL, AND EMOTIONAL REQUIREMENTS

The working hours will be set sometime between 7:00 a.m. and 6:00 p.m. The incumbent may be required to sit for long periods of time using a keyboard and video display terminal. The incumbent must possess self-confidence and project a customer service, positive, energetic attitude. The incumbent will independently interact with all levels of staff in the Department including the Directorate, District Directors, and Division Chiefs.

It is important that employees work with others in a cooperative manner. Ability to resolve emotionally charged issues reasonably and diplomatically. Must be able to develop and maintain cooperative working relationships with internal and external staff at all levels. Must deal effectively with pressure; multi-task; adapt to changing priorities; maintain focus and intensity, be open to change and new information; adapt behavior and work methods in response to new information, changing conditions, or unexpected obstacles; complete tasks/projects within a short time frame; behave in a fair and ethical manner toward others; and demonstrate a sense of responsibility and commitment to public service. The incumbent must value cultural diversity and other individual differences in the workforce. Must be able to consider and respond appropriately to the needs, feelings, and capabilities of different people in different situations; is tactful and treats others with respect.

WORK ENVIRONMENT

While at their base of operation, the incumbent will work in a climate-controlled office under artificial light. However, due to periodic problems with the heating and air conditioning, the building temperature may fluctuate. Incumbent will work in a high-rise building.

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)

SUPERVISOR (Signature)

DATE