

**POSITION DUTY STATEMENT**

PM-0924 (REV 06/2013)

CLASSIFICATION TITLE Information Officer 1 (Specialist)	OFFICE/BRANCH/SECTION District 10/Public Affairs Office	
WORKING TITLE Public Information Officer	POSITION NUMBER 910-001	EFFECTIVE DATE 04/02/2014

As a valued member of the Caltrans team, you make it possible for the Department to improve the mobility across California by being innovative and flexible; reporting to work as scheduled; 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:** (BRIEF SUMMARY OF THE MAIN PURPOSE AND FUNCTIONS OF THE POSITION. DESCRIBE THE SUPERVISORY RELATIONSHIPS INCLUDING THE CLASSIFICATION OF THE SUPERVISOR OR MANAGER TO WHOM THE INCUMBENT REPORTS. WHEN APPROPRIATE, IDENTIFY THE NEED FOR ANY CREDENTIAL OR LICENSE SUCH AS A DRIVERS' LICENSE.)

Under the general direction of the Chief, Executive Services Branch (an Information Officer II), the Information Officer I (Specialist) prepares and disseminates the more difficult, professional and technical tasks associated with conducting a comprehensive program to inform the public of the activities, objectives and information regarding district and departmental activities to the media, elected officials and the general public. You will manage a diverse workload, paying attention to detail and juggling multiple tasks and assignments. Punctual and regular attendance is required. Duties include but are not limited to the following:

**TYPICAL DUTIES:** (BRIEF DESCRIPTION OF IMPORTANT DUTIES. RELATED DUTIES MAY BE GROUPED TOGETHER. USE ADDITIONAL SHEET IF NECESSARY.)

Percentage Essential (E)/Marginal (M) <sup>1</sup>	Job Description
50%(E)	Serves as District spokesperson by responding to public, legislative and media inquiries regarding transportation projects, policies and issues by researching and compiling information from various sources. This includes responding to on-site locations during highway incidents to handle media (including, nights, weekends and after work hours); responding to telephone calls, and in writing. Requires ability to perform live, on-camera interviews. Also requires multitasking and attention to detail to handle many diverse tasks and assignments.
25%(E)	Utilizing a computer, prepares news releases, road information bulletins, and other public informational materials for distribution through various media channels. Prepares written correspondence addressing concerns from general public. Compose articles for internal and external publications, briefing papers and technical journals. Create and produce a wide variety of written materials, pamphlets, flyers, special event brochures, for media presentations, public hearings, public information meetings, court exhibits, and various District and Departmental publications.
15%(E)	Plans, organizes, and sets up public and media events to showcase new innovations and departmental position on a variety of issues; Groundbreaking and Ribbon Cutting Ceremonies; Public Hearings and Public Information meetings; and other special events for the district and projects. Prepares written speeches for managers as needed.
10%(M)	Plan, coordinate, attend, and participate in internal staff meetings and special events regarding a variety of issues.

<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.

**SUPERVISION OR GUIDANCE EXERCISED OVER OTHERS**  
None

**KNOWLEDGE, ABILITIES AND ANALYTICAL REQUIREMENTS**  
Must have knowledge of techniques for preparing, producing and disseminating formation utilizing all major media communication

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channels; principles and techniques of establishing and maintaining good relations with news media and other public groups and knowledge of local government operations, public event management, and marketing. Must be skilled at handling multiple tasks and projects in various stages of development and implementation.

Must be skilled at writing, including proper grammar usage, spelling and punctuation. Must possess the ability to write, edit, and prepare for publication or reproduction news releases, magazines articles, correspondence, booklets, brochures, pamphlets, magazines, reports, speeches, scripts for radio, television or motion pictures, and other informational material; speak effectively; assume responsibility for the administration of a public information program.

Must have ability to analyze data, develop and evaluate alternatives. Must possess the ability to express and present ideas and information effectively both orally and in writing, and develop and maintain good working relationships with management, staff elected officials of the media the general public and community organizations. Must posse ability to think quickly through problems and respond appropriately.

Analyzes and solves communication problems, including those dealing with public attitudes. Immediate reaction is often a necessary part of dealing with communication problems. Must be able to provide rapid analysis of alternatives and potential impacts.

Appreciation of news values; ability to analyze situation accurately and adopt effective courses for action; demonstrated capacity for assuming progressively greater responsibility; emotional stability under stress; appreciation of the need to inform and educate the public on various phases of the district's programs; ability to establish and maintain cooperative working relations with news media and other public groups; ability to gain and hold the confidence and respect of those contacted while work is performed.

Must be skilled at working with people and have ability to work cooperatively with other public information office staff and peer group.

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

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### **RESPONSIBILITY FOR DECISIONS AND CONSEQUENCES OF ERROR**

As a representative of Caltrans, it is imperative that the Public Information Officer maintains a professional demeanor and is knowledgeable in Caltrans policies and procedures, mission, vision, goals and principles. Errors in decisions may result in erroneous information to the media, public and legislature. This may cause embarrassment to the Department and create a lack of credibility with the public. Communications errors or incomplete information could endanger and/or inconvenience the public, result in public concern, suits against the State, erroneous media reports, and/or negative image with the public and elected officials.

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### **PUBLIC AND INTERNAL CONTACTS**

This position confers with various levels of staff, the media, the public and other state, local and federal representatives. Incumbent must posses strong communication skills and be able to address concerns in a professional and timely manner. Incumbent may be required to conduct live or tape radio or television interviews. Extensive daily contact with public, media, local staff and management, and elected officials is required. The quality of contacts made by this position can influence public attitudes toward the department.

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### **PHYSICAL, MENTAL, AND EMOTIONAL REQUIREMENTS**

- Ability to work on a keyboard and operate a computer.
- May require sitting or standing for long periods of time.
- Must be able to develop and maintain cooperative working relationships, especially with other public information office staff.
- Must be able to complete assigned tasks/projects on time and within budget.
- Must be able to grasp the essence of new information and new technical and business knowledge.
- Must be able to resolve emotionally charged issues reasonably and diplomatically.
- Must deal effectively with pressure, maintain focus and intensity, yet remains optimistic and persistent even under adversity.
- Required to work on extremely sensitive policy and press projects that require working unpredictably long hours and on weekends.
- Required to work in emergency response, which may require travel and stressful work hours and/or conditions during a public emergency.

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- 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.
  - Employee may be required to lift and/or carry 40 lbs.
  - Must be able to work in a high-stress environment. Must be able to deal with tight deadlines.
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## WORK ENVIRONMENT

- While at their base operation in Stockton, employee will work in a climate-controlled office under artificial light.
  - Employee will primarily work in a workstation cubicle in a shared office. Core working hours will be set sometime between 7:30 a. m. and 5:30 p.m.; however, may need to respond to incidents within the District's eight counties at night, on the weekend or after work hours.
  - Employee may also be exposed to a variety of hazardous and/ or unpleasant field conditions including working next to high speed traffic, during darkness, during wet, rainy, cold or hot weather or any other type of weather conditions.
  - Employee may also be exposed to unpleasant traffic accident scenes which could include seriously injured or deceased persons.
  - Frequent travel is required throughout the eight counties of District 10 boundaries or infrequently statewide. Travel to Caltrans projects will be necessary. Possession of a valid driver's license and current defensive driver's certification are required.
  - Overtime may be required and vacations may be restricted during peak periods.
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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)

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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)

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DATE

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