

**POSITION DUTY STATEMENT**

PM-0924 (REV 7/2014)

CLASSIFICATION TITLE Information Officer I	OFFICE/BRANCH/SECTION 03 Div. of Administration	
WORKING TITLE Public Information Officer	POSITION NUMBER 903-001-5601-	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 Information Officer II for District 3, incumbent serves as a spokesperson for Caltrans District 3 and provides statements and information on behalf of the Department. Incumbent will interact with the general public, Caltrans partners, other agencies, elected officials, attorneys, and all levels of Caltrans staff, including management. Incumbent will attend public meetings on behalf of the Department, occasionally after normal working hours. Possession of a valid driver's license is preferable.

**TYPICAL DUTIES:**

Percentage		Job Description
40%	E	Represent Caltrans District 3 as a spokesperson for the department to the media, general public, other agencies, and elected officials verbally and in writing, including on camera interviews. Serves as liaison in providing advice and recommendations. Coordinate with management and senior staff for responses to the public on behalf of District 3. Answer public telephone calls, research public concerns (collecting and analyzing pertinent data), consult with all stakeholders, compare alternatives, and recommend appropriate action to resolve difficult issues. Prepare written responses to the public by computer. Develop press releases and commuter alerts to notify the public, media, and stakeholders of Caltrans activities. Report on project status to the media and general public, which includes participating in video newscast updates (YouTube for the district's website). Present information to increase public awareness of Caltrans' procedures, which includes interaction with various agencies, functions and contractors on projects that may overlap. Respond to elected officials seeking information on issues of their constituent concerns. Keep management informed on issues that may develop into litigation and/or impact the Department's credibility. Assist in promoting a spirit of cooperation with Caltrans' internal and external customers.
25%	E	Develop meeting notices, speeches, brochures, fact sheets and other mediums illustrating Caltrans activities. Gather and disseminate information for road conditions, lane closures, detours, ramp closures and project status for dissemination to the public. Coordinate research and written responses to public record requests.
20%	E	Attend meetings intended to ease negative impact of roadwork projects and disruptions to the public. Coordinate public awareness campaign activities such as: public meetings, business outreach, event planning. Also participates in community safety task force committees and community events in Caltrans booth. Develop booth displays and radio and newspaper advertisements.
10%	E	Attend public and community meetings after normal work hours.
5%	M	May be required to represent the Department at Emergency Operations Center's (EOC's) for Caltrans District 3 and local agencies during emergency situations and disasters. May also represent the Department at multi-agency command posts at the location of incidents.

<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

Must have 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; and 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. Must possess good computer skills utilizing Microsoft Word, Excel, Power Point and Acrobat Reader. Must be familiar with the internet.

Must have 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. Possess organization skills to assure timely information is provided to both internal and external customers. Be capable to comprehend and understand complex issues when dealing the partners and public attitudes, and represent the State in a responsible, professional manner; be sensitive to public issues involving Caltrans activities and appropriately convey the public's concern to management. Must negotiate and resolve disputes between the Department and internal and external customers.

Must be able to react and respond immediately on telephone calls or face-to-face meetings. Possess excellent written and grammar skills. Quick analysis and response must be performed to effectively handle any situation. Must be able to participate in public relations activities after normal working hours. Ability to travel independently and set up miscellaneous multimedia equipment for presentations.

Must be able to provide proper response while dealing with particularly sensitive areas under direction from supervisors.

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### RESPONSIBILITY FOR DECISIONS AND CONSEQUENCES OF ERROR

As a state representative, many decisions and statements must be made without direct supervision. All actions and communication should be within the scope of this position. The Department's credibility can be severely affected by statements and proposed solutions. 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 escalating citizen concern, lawsuits against the Department, and misinformation disseminated through media reports. 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.

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### PUBLIC AND INTERNAL CONTACTS

Daily interaction with the general public, media, Caltrans partners, other agencies, elected officials, attorneys, and all levels of Caltrans staff, including management.

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### PHYSICAL, MENTAL, AND EMOTIONAL REQUIREMENTS

Physical: Incumbent must able to travel for extended periods to meetings throughout the District boundaries and endure extreme weather temperatures (when working in the field) and stand for long periods of time; minimal climbing required. Set up miscellaneous multimedia equipment and presentation materials such as laptop, projectors, projector screens, and other training materials and may need to move items up to 25 pounds. Requires manual dexterity to use a computer for preparation of reports and forms. Sit for prolonged periods of time to use a computer, answer telephone and perform other duties at a desk. Requirements include punctuality and good attendance. Possession of a valid drivers's license is preferable.

Mental: Possess the ability to apply sound professional judgment in problem solving; develop and maintain cooperative working relationships. Sustain the mental comprehension to prepare correspondence, press releases, solve problems, analyze and reason solutions and initiate appropriate actions; multi-task, adapt to changes in priorities and complete

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tasks or projects within short notice. Maintain a professional attitude during hazardous and accident-scene type situations.

Emotional: Incumbent must recognize emotionally charged issues and problems and acknowledge appropriate responses while maintaining a professional manner. Must be able to endure 12-hour shifts during emergency situations; maintain composure when responding to accident-related incidents, and have a sound emotional reaction during conflicts. Develop and maintain cooperative working relationships and respond appropriately to difficult situations.

Requires sufficient mental strength, endurance, and sensory ability to perform the duties contained in this duty statement with or without reasonable accommodation.

## WORK ENVIRONMENT

This position is physically located in the Caltrans District 3, Marysville Office. Frequent travel is required throughout District boundaries and some travel throughout California. Incumbent must be available for "stand by" time, which means be available during specified off-duty hours to receive communication regarding a requirement to return to work and be fit and able work. Incumbent will attend public meetings on behalf of the Department, occasionally after normal working hours.

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