

**CALIFORNIA DEPARTMENT OF TRANSPORTATION  
DUTY STATEMENT**

<b>CLASSIFICATION TITLE</b> Public Information Officer I	<b>DISTRICT/DIVISION/OFFICE</b> D-04/External Affairs/Public Affairs Office	
<b>WORKING TITLE</b> Information Officer/Social Media/Webmaster	<b>POSITION NUMBER</b> 904-012-5601-XXX	<b>EFFECTIVE</b>

**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:** Under the general direction of the Staff Services Manager I, Public Information Branch, the Public Information Officer (PIO) is responsible for providing a wide range of complex technical analytical duties. The PIO will provide assistance to the general public and elected officials regarding the activities, objectives and information with respect to District and departmental activities. The PIO will organize a diverse workload, paying attention to detail and will manage multiple tasks and assignments. Punctual, regular attendance and a valid California driver's license are required. Duties include but are not limited to the following.

**TYPICAL DUTIES:**

- 50% (E) Independently responsible for bringing complex and sensitive project issues to conclusion or resolution. Researches transportation projects, policies, issues and/or concerns received from the public, legislative staff or local elected officials. Consults with other Public Information Officers (PIO), Executive Staff, Department managers and staff in developing customized public presentations for construction projects, public outreach, business outreach, emergency information and other transportation issues on a daily basis. Analyzes information gathered from research to formulate responses regarding the departments procedures, policies and/or programs. Work cooperatively with functional units to negotiate mutually acceptable solutions to concerns raised by citizens. Using good judgment identifies key issues to bring to the attention of management. Develops, updates, and maintains the Districts social media sites/internet site and individual web pages as needed. Responsible for gathering and analyzing information to be used in the preparation of the weekly Media Week Ahead Report and the Week Ahead Reports for headquarters (HQ).
- 15% (E) Coordinates, writes, edits and prepares news and press releases, responds to letters, phone calls, and email inquiries from the general public and other sources in a timely manner. Prepares informational material and special articles for distribution to the local news media and other agencies. Maintains close communication with other Caltrans branches including but not limited to Project Development, Construction and Maintenance Offices to determine potential problems and concerns on a timely ongoing basis regarding the State Highway System and Caltrans projects. Researches and analyzes Caltrans traffic and construction project data; prepares reports with recommendations to Executive Management staff.
- 15% (E) Utilizing a computer, the PIO composes, edits and develops informational pamphlets for distribution to the public; writes and interprets legislative reports; researches information and may write speeches for Caltrans officials. Convert electronic documents to PDF and other web ready formats. Coordinates, researches and develops material for community meetings and/or events; studies legislative reports and prepares District responses to HQ. PIO is responsible for gathering, analyzing,

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developing, coordinating and procurement of materials for project events, red flag updates, and meetings. PIO answers inquiries from the news media, and will facilitate major news media events with state, county and or city agencies.

10% (E) Interacts with legislators, supervisors, chamber of commerce representatives as well as other local government officials. On 24-hour call during emergency situations, to assist the public on multiple levels ranging from traffic problems, accidents, road conditions, construction projects and road disasters.

10% (M) Plan, coordinate, attend and participate in internal staff meetings and special events regarding a variety of issues. Provides tours of Caltrans projects to the news media, students, the general public or legislators.

### ***SUPERVISION EXERCISED OVER OTHERS***

This position does not supervise, but may provide lead direction to the graphic designers, event support staff and other Executive Services Branch employees. The Public Information Officer may be required to act as a lead person in the absence of the SSM I, or may have consultant oversight responsibility.

### ***KNOWLEDGE, ABILITIES AND ANALYTICAL REQUIREMENTS***

Must have knowledge of modern office methods and equipment, including personal computers and their software, must communicate effectively and clearly both verbally and in writing (letters, fact sheets, interoffice memos/e-mail notices, etc.)

Must have knowledge of district, government and local activities. This position requires a high degree of expertise in many areas dealing with laws and policies affecting the department. Must also have the knowledge of methods used to determine needs for public information-techniques of preparing, producing and disseminating information.

Must be skilled at handling multiple tasks and projects in various stages of development and implementation. Must be able to meet deadlines.

Must have knowledge of techniques for preparing, producing and disseminating information utilizing all major media communication 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 have experience in using social networking sites including Facebook, Twitter, and other similar community sites, posting on relevant blogs and seeding content into social blogs. Conduct promotional and public awareness campaigns to support transportation projects and programs.

Must have experience in HTML, CSS,XML, JAVA, FLASH and other programming and coding applications, as well as professional development tools such as, Windows OS, Explorer, Firefox, Flash, Excel, Word, Powerpoint, Dreamweaver, Acrobat, Photoshop, Windows Media, Real Video, and DVD Creation.

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, reports, speeches, scripts for radio, television or motion pictures, and other informational material. 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. Develop and maintain good working relationships with management, staff, elected officials, members of the media, the general public and community organizations. Must possess the ability to think quickly and respond appropriately.

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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 situations accurately and adopt effective course of 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 the ability to work cooperatively with other public information office staff and peer groups.

May be required to periodically participate in public relations activities outside of traditional working hours. Requires the ability to travel independently and set up miscellaneous multimedia and miscellaneous equipment for presentations or events.

### ***CONSEQUENCE OF ERROR/RESPONSIBILITY FOR DECISIONS***

As a representative of Caltrans, it is imperative the incumbent 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. Lack of interpersonal skills and/or improper telephone etiquette may create an unfavorable image of the Department.

### ***PUBLIC AND INTERNAL CONTACTS***

Incumbent works closely with all levels of District employees including top management, Branch Chiefs, and analysts in District 4, other Districts and Headquarters in the resolution of a wide variety of problems; deals with Headquarters personnel in various functional areas, at or above the senior level. This position confers with the public and other state, local and federal representatives. May be contacted by the media for information and may be required to conduct live and/or taped radio or television interviews. Incumbent must possess strong communication skills and be able to address concerns in a professional and timely manner. Extensive daily contact with public, local staff, management and/or elected officials is required. The quality of contacts made by this position can influence public attitudes toward the Department.

### ***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 staff.
- Must be able to stay mentally focused for long periods of time.
- Must be able to multi-task, adapt to changes in priorities and complete tasks or projects with short notice and on time.
- 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.

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- 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 pressure.
- May be required to work on special projects that require outreach after normal work hours and on weekends.
- Required to work on emergency response, which may require travel and stressful work hours and/or conditions during a public emergency.
- 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.
- Employee may be required to move large or cumbersome media event equipment (P.A. system components, safety cones, storage boxes, chairs and tables) from one location to another.
- Employee may also be required to speak in front of large groups or represent the Department to various news media.

**WORK ENVIRONMENT**

- While at the district office, 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 7:30am and 5:30pm; however, may need to respond to incidents within the District’s nine (9) 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 be exposed to unpleasant traffic accident scenes which could include seriously injured or deceased persons.
- Frequent travel is required throughout the nine counties of District 4 boundaries or infrequently statewide. Travel to Caltrans projects will be necessary.
- Overtime may be required and vacations may be restricted during peak periods.
- Employees will also periodically be required to travel and work outdoors and may be exposed to dirt, noise, uneven surfaces and/or temperature extremes.

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

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Date

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

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\_\_\_\_\_  
Supervisor's Name

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Date

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