

POSITION DUTY STATEMENT

PM-0924 (REV 9/2013)

CLASSIFICATION TITLE Information Officer I (Specialist)	OFFICE/BRANCH/SECTION D06/Administration/PIO	
WORKING TITLE Public Information Officer	POSITION NUMBER 906-001-5601-	EFFECTIVE DATE

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 direction of the District 6, Public Information Office Chief (an Information Officer II), incumbent is responsible for the preparation, communication and dissemination of the district and departmental transportation activities, objectives and information to the media, elected officials and the general public. The incumbent will independently perform a wide range of more complex, varied general assignments for the Office of Public Information.

TYPICAL DUTIES:

Percentage Essential (E)/Marginal (M) ¹	Job Description
50% E	Serves as District spokesperson for the district and department. Research and compile information for various sources to address and respond to public, legislative and media inquiries regarding transportation projects, policies and issues. Represent the district on live, on-camera interviews. Respond to on-site locations during highway incidents to handle media (including, nights, weekends and after work hours). Respond to telephone calls and to inquiries both verbally and in writing.
30% 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, press conferences and various District and Departmental publications. Distribute information and promote the department utilizing social media including but not limited to District 6's Facebook page, Twitter account and YouTube.
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.
5% M	Plan, coordinate, attend, and participate in internal staff meetings and special events regarding a variety of issues. May be required to conduct live or tape radio or television interviews.

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. May act as a leadperson in the absence of the supervisor.

KNOWLEDGE, ABILITIES AND ANALYTICAL REQUIREMENTS

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 be

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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 be knowledgeable in Caltrans policies and procedures, mission, vision, goals and principles. Must possess strong communication skills and be able to address concerns in a professional and timely manner.

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 possess the ability to think quickly through problems and respond appropriately. Must be able to manage a diverse workload, paying attention to detail and perform multiple tasks and assignments.

Must be able to analyze and resolve 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.

Must have 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.

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. The quality of contacts made by this position can influence public attitudes toward the department. 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.

PUBLIC AND INTERNAL CONTACTS

Incumbent confers with various levels of staff, the media, the public and other state, local and federal representatives. Extensive daily contact with public, media, local staff and management, and elected officials is required.

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.
- Employee may be required to lift and/or carry 40 lbs.
- Must be able to participate in public relations activities after normal working hours.
- Must be able to travel independently and set up miscellaneous multimedia and miscellaneous equipment for presentations or events.

- 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.

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- Must be able to grasp the essence of new information and new technical and business knowledge.
 - Required to work on extremely sensitive policy and press projects that require working unpredictably long hours and on weekends.
 - 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 in 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.
 - Must be able to work in a high-stress environment. Must be able to deal with tight deadlines.
- Must be skilled at working with people and have ability to work cooperatively with other public information office staff and peer group.

WORK ENVIRONMENT

While at their base operation, 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 4:15 p.m. May be required to work after work hours, nights and on weekends.

Employee may 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.

Travel is required throughout the counties of District 6 boundaries, various Caltrans project locations and statewide. Must possess a valid driver's license and required driver's certification when operating a State owned vehicle.

Overtime may be required and vacations may be restricted during peak periods. Punctual and regular attendance is required.

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