

POSITION DUTY STATEMENT

PM-0924 (REV 7/2014)

CLASSIFICATION TITLE Information Officer I (Specialist)	OFFICE/BRANCH/SECTION 07 External Affairs/Media Relations & Public Affairs	
WORKING TITLE Public Information Officer	POSITION NUMBER 907-003-5601-	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 supervision of the Staff Services Manager II, Media Relations & Public Affairs, the incumbent performs the more complex professional and technical tasks associated with a comprehensive program to inform the public and local agency partners of the District's and Department's programs and activities. This includes developing media and general communications campaigns; providing proactive and reactive responses to media; and supporting internal and external communications. Possession of a valid driver's license is highly desirable.

TYPICAL DUTIES:

Percentage		Job Description
40%	E	Writes, edits, prepares and distributes news releases, traffic advisories, magazine articles, public service announcements, correspondence, newsletters, brochures, reports, speeches, scripts for radio and video, and other informational material. Writes articles for trade, District, Department and other transportation-related publications. Represents District and Department as media spokesperson. Researches and responds to general queries from the public and partner agencies regarding Department policies and District projects. Coordinates with Headquarters and Agency personnel as required and management and other divisions to ensure accurate and timely responses are presented. Supports executive team's external communications needs as required.
35%	E	Works to promote a positive image of Caltrans in the media using traditional and social media methods. Researches and responds to media inquiries and suggests story ideas. Prepares and produces video newscast updates to highlight Department activities and initiatives. Responds to public inquiries regarding Department and District activities. Assists in promoting a spirit of cooperation with Caltrans' internal and external customers. May give presentations to local groups.
20%	E	Attends meetings to communicate and ease negative impact of construction projects and disruptions to the traveling public. Develops and maintains local public awareness campaigns for Caltrans projects and activities, including statewide "Be Work Zone Alert," "Slow for the Cone Zone" and "Move Over" campaigns. May develop booth displays and radio and newspaper advertisements. May also oversee contractors hired to provide public awareness campaigns for Caltrans projects.
5%	M	May be required to be on-call after hours to respond to governmental, media and public calls during any emergency events. May be required to work at District, regional or state-level Emergency Operations Centers and represent the Department at multi-agency command posts at locations of incidents.

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

Though not a supervisory position, incumbent may act as lead to the Office Technician and Staff Services Analysts when working together on a project or in disseminating information to the public.

KNOWLEDGE, ABILITIES, AND ANALYTICAL REQUIREMENTS

Knowledge: Journalistic standards in writing, researching, preparing, producing and disseminating information utilizing all major media formats, including traditional and social media. Principles and techniques in establishing and maintaining good media and community relations. Excellent editing, grammar, punctuation and proofreading skills necessary.

Ability: Write, edit and prepare communication materials as noted in the Typical Duties section. Must possess skills in

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effective public speaking, data analysis and collection, and maintaining composure under stress. Must be able to independently analyze data and situations, reason logically and objectively to solve management problems. Present recommendations to management orally and in writing, and implement recommendations. Sensitivity, professionalism and negotiation skills are highly desirable.

RESPONSIBILITY FOR DECISIONS AND CONSEQUENCES OF ERROR

The Public Information Officer is responsible for the accuracy and timeliness of all completed assignments. Delayed completion, poor judgment, and inaccuracy of an assignment can adversely affect decision making and project delivery with associated costs to taxpayers if schedules are not met. Failure to provide accurate information and lack of tact or poor judgment in disseminating information may result in lawsuits and negative media reports for and loss of credibility to the Department and District programs and activities.

PUBLIC AND INTERNAL CONTACTS

Communicates with the media, local agencies, elected officials, business owners and the general public. Interacts internally with all levels of staff, including the District executive staff, Headquarters and Agency personnel.

PHYSICAL, MENTAL, AND EMOTIONAL REQUIREMENTS

Position requires a person who is able to handle stress and irate customers professionally and effectively. Must remain calm under pressure, have the ability to multi-task and adapt to changes in priority and complete tasks with short notice. Must be very flexible and be able to cooperate as a team with other members of the unit. May be required to sit for long periods using a keyboard and monitor. Overtime may be required. Vacations may be restricted during peak times, emergencies or when special events are scheduled. Must be able to adapt behavior and work methods in response to changing information, conditions or unexpected obstacles.

WORK ENVIRONMENT

Primary work area will be within the District Office located in downtown Los Angeles in a climate controlled office under artificial lighting. Incumbent may be required to sit in the office for long periods of time using the computer and answering the phones. Travel throughout Los Angeles and Ventura counties to review projects, attend meetings, hearings and events – sometimes at night and on weekends – may be necessary.

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