

POSITION DUTY STATEMENT

PM-0924 (REV 7/2014)

CLASSIFICATION TITLE	OFFICE/BRANCH/SECTION	
Information Officer II	District 12/Administration/Public Information	
WORKING TITLE	POSITION NUMBER	EFFECTIVE DATE
Chief, Public Information	912-002-5595-xxx	06/01/2015

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 general direction of the Deputy District Director of Administration, a CEA A, the Information Officer II has full responsibility for the District's Public Information, A/V Graphics and Cashiering functions. The Information Officer II will plan, organize, supervise, coordinate and direct a staff in the administration of the following activities:

TYPICAL DUTIES:

Percentage	Job Description
Essential (E)/Marginal (M) ¹	
50% E	The incumbent will direct and supervise Public Information staff. The incumbent will supervise and administer the activities of the Office of Public Information, including but not limited to, responding to all public and media inquiries, communicating all significant closures on the State Highway System, coordinating project public meetings and special events, maintaining public outreach via the web and social media including videos, participating as a member of the Emergency Operations Center (EOC), publishing District newsletters and working with external agencies and government entities. The incumbent will administer the District's Communications Plans to ensure the Department's and District's overall strategic direction for communicating with the public and elected officials are addressed. Incumbent will act as liaison to the Department's Public Affairs unit on media inquiries and public outreach efforts and will be the chief spokesperson for the District in responding to media inquiries. The incumbent will develop speaking/message points as needed. The incumbent will have a broad knowledge of the media and political community within the district, elected officials and their programs and how those programs affect the transportation programs of the Department. The incumbent will administer all departmental public outreach campaigns, and serve as the Contract Manager on any active public outreach contracts to ensure the Department's mission, vision and goals are endorsed and supported by internal and external customers. The incumbent will work with members of the District's Executive Team, in particular with the District Director, to provide information on any sensitive media issue that may have an adverse consequence on the department's programs and services or that may leave the public with a negative perception of the District/Department.
15% E	The incumbent will supervise staff responsible for compliance with the California Public Records Act to ensure statutory compliance.
15% E	The incumbent will supervise the Audio/Visual Graphics Unit in the creation and production of material that will be used by internal and external stakeholders and customers. The incumbent will work with the district's webmaster and social media coordinator in the design and production of the district's intranet/internet page, social media pages, videos and print material to ensure content an design meet departmental protocols.
10% E	The incumbent will supervise the daily operation of the District Cashier office to ensure the timely and accurate distribution of the master payroll checks, overtime checks, TEC's and salary advances, processing of payroll garnishments, processing customer payments and deposits and Cashiering-related functions. The incumbent will serve as liaison to Headquarters Cashiering Unit and Personnel Specialists for issues related to pay and other warrants.
5% E	The incumbent will supervise clerical staff that support District Executive Management and ensure that District Executive support needs are met.

ADA Notice

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5% E The incumbent will be responsible for managing the Branch's personal services and operating expenditures, timesheet approvals. The incumbent may act as the Deputy District Director of Administration (DDDA) in DDDA's absence.

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

The incumbent will directly supervise (2) Associate Governmental Program Analysts, (1) Staff Services Analyst, (1) Graphic Designer III, and (1) Office Technician (Typing).

KNOWLEDGE, ABILITIES, AND ANALYTICAL REQUIREMENTS

Must be a skilled speaker and writer and have the ability to express complex issues clearly, logically and in varied communication formats. Must be aware of local governmental organizations and stakeholders who interact with the District and the Department; the ability to maintain confidentiality and knowledge and work experience in work media and community relations, legislative affairs, event management, and marketing. Knowledge of principles, practices and trends of public and business administration, including management and supportive staff services such as budgeting, employee management, formal and informal aspects of the legislative process; and the administration of the department's goals and policies.

Must be available to participate in public relations activities after normal working hours and requires the ability to travel independently and set up multimedia equipment for presentations.

Must be knowledgeable of the Department's mission, goals, laws, rules and policies of the state of California. Must have basic knowledge of the Division's purpose and of, budgeting, fiscal management, principles of organization and public administration. The incumbent must be able to understand and interpret administrative policy, make sound decisions and recommendations on administrative matters and communicate effectively with all levels of management.

Must be able to effectively select and train employees, evaluate their job performance and direct the work of others. Must reason logically and creatively and utilize a variety of management and analytical techniques. The SSMI must be able to resolve problems; communicate effectively, both orally and in writing; analyze situations accurately and adopt an effective course of action. Must be able to be flexible and re-prioritize tasks on a continual base as the environment changes. Must have well developed organizational skills and make decisions that will assist in resolving the urgent situations. This position requires good managerial practices, program evaluation, principles and practices of supervision. The SSMI is responsible for ensuring that his/her staff develop and monitor standards for the customer service of both internal and external customers. The incumbent must be able to analyze administrative problems and independently recommend effective courses of action.

RESPONSIBILITY FOR DECISIONS AND CONSEQUENCES OF ERROR

The Information Officer II will be responsible as the chief spokesperson for the District, to communicate department responses to the public, government officials and the media. Miscommunication can lead to misunderstanding of issues and compromise the integrity of the Department. The incumbent must use sound judgment when responding on behalf of the Department as errors could result in major citizens concerns, lawsuits against the State of California and erroneous media reports.

The Information Officer II receives general direction from the Deputy District Director (CEA A) for Administration. The incumbent, in general, will receive specific direction on only the most complex or politically sensitive issues.

The incumbent is responsible for making decisions and implementing solutions for the branch. The manager will ensure that the staff is skilled in areas of customer services and administrative rules and regulations.

Failure to make sound decisions and errors in judgment could affect the public, employees, governmental relations and compliance with policies. The manager will provide guidance to subordinate staff in researching existing policy and rules.

PUBLIC AND INTERNAL CONTACTS

Daily contact with the public, media, the executive team, internal district and headquarters personnel, legislators and elected officials are typical. 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.

PHYSICAL, MENTAL, AND EMOTIONAL REQUIREMENTS

Physical: Incumbent must be able to travel for extended periods to meetings throughout the District and the southern California boundaries. The position includes sitting for long periods of time using a keyboard and video display terminal. Incumbent may be required to attend public events and take tours, with the media and elected officials, on active freeway

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sites.

Mental: Must have the ability to apply sound judgment in problem solving; must be able to develop and maintain cooperative working relationships.

Emotional: Incumbent must recognize emotionally charged issues, problems and acknowledge appropriate responses while maintaining a professional manner.

WORK ENVIRONMENT

This position is located physically in the District Office. Frequent travel is required throughout District boundaries and some travel throughout California. Incumbent will visit construction or maintenance job sites in the field offices or on active freeway sites, and will be exposed to sun, wind, dust, varying temperatures and other weather elements. While at the base operation, incumbent will work in a climate-controlled office under artificial lighting and will be in close proximity of staff that is located in cubicle configurations. Noise can be a factor in the open floor configuration.

The work schedule is Monday - Friday, 8:00 a.m. - 5:00 p.m. The incumbent is a member of the EOC and will need to respond to after-hour, emergency incidents as needed.

Possession of a valid California Driver's License is desired.

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