

**CALIFORNIA DEPARTMENT OF TRANSPORTATION
DUTY STATEMENT**

CLASSIFICATION TITLE Staff Services Manager II (Supervisory) Limited Term	DISTRICT/DIVISION/OFFICE 04/External Affairs/Office of Public Affairs	
WORKING TITLE Office Chief, Public Affairs	POSITION NUMBER 904-012-4801-XXX	EFFECTIVE

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 regularly and on time; 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 CEA I, Deputy District Director of External Affairs, the Staff Services Manager II, Chief—Office of Public Affairs, supervises the activities and performs duties relating to internal and external communications. Duties include, but are not limited to:

TYPICAL DUTIES:

Percentage	Job Description
Essential (E)/Marginal (M)	
50% (E)	<p>Manages and directs the functions of the Office of Public Affairs: Public Information and Public Affairs with overall responsibility for their performance and efficiency. Establishes goals and standards for the delivery of Branch services and information, and monitors their performance for consistency with Department policies and expectations. Has the ultimate responsibility for the highest level decisions in the Office of Public Affairs. Serves as the primary spokesperson for District 4 with the media.</p> <p>The Public Information Branch serves as the principal contact with the news media within District 4's geographical area and is responsible to: provide ongoing communications and prompt responses to media inquiries; prepare news releases; provide updated reports on District events and activities; generate promotional campaigns to support District transportation programs and services (e.g. HOV lanes, Ridesharing, STIP, local transit); propose and arrange news conferences, conduct ribbon cuttings, ground breakings and other milestone events for projects; inform local traffic reporters of Caltrans work that affects commute travel through lane closure notifications; communicate public concerns regarding projects, policies, and safety issues to management; manage the day to day administration of public awareness contracts; coordinate and lead the District's information policy and maintain and support the District's public internet site, including tracking and monitoring social media; assist in preparing speeches for the Director, District Director, other management staff or dignitaries.</p> <p>The Public Affairs Branch is responsible to: directly respond to or coordinate responses to public inquiries both by phone and letter, track resolution of issues using a database and provide management reports; schedule and coordinate all District activities for mandated public hearings and public meetings to comply with federal and state law and obtain maximum public participation; develop presentations and direct the preparation of informational materials for community groups, organizations, and members of the public; serve as the District's single focal point for the Public Record Disclosure Request process; provide photographic documentation of District events and projects, internal communications with a newsletter (Fourword) to inform employees of District activities; perform all administrative tasks associated with the Office; provide map revision services to outside entities (i.e., AAA, Map quest).</p>

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- 35% (E) Incumbent develops strategies for, implements, and oversees public awareness campaigns for major construction projects. Responsibilities include: overseeing public outreach contractors; coordination with local agencies, governments, and public interest groups to minimize the impact of major roadwork on the traveling public; overseeing and approving subcontracted task orders on environmental, design, and construction prime contracts; determining level of Public Information involvement in all construction and maintenance projects by estimating and approving resource allocations; monitoring contract and internal staff resources for adherence to schedule and budget.
- 10% (E) Incumbent will perform liaison duties with District management and Headquarters External Affairs by: providing feedback regarding media and public relations activities and reactions to District programs and activities; maintaining a close relationship with Headquarters External Affairs to alert them of any significant or sensitive issues in the District or that may have statewide impact; providing back-up to assist in multi-district or special projects.
- 5% (E) Incumbent will act as liaison to District 4 managers and consultants in the production and direction of audio/visual presentations made to elected officials, the media, and the public.

SUPERVISION EXERCISED OVER OTHERS

This position directly supervises three Staff Services Manager I's and indirectly supervises 16 rank and file. Acts in a supervisory capacity to PIO consultants and consultant contract managers, making sure that contract goals are met while remaining on schedule and budget.

KNOWLEDGE, ABILITIES AND ANALYTICAL REQUIREMENTS

The incumbent must have knowledge of methods used to determine needs for public information and education; techniques of preparing, producing, and disseminating information utilizing all major media of communication; the principles and techniques of establishing and maintaining good public relations; and the principles of public administration and effective supervision. Must have a thorough knowledge of the Department's and District's goals, objectives, and programs. This position requires a full knowledge of current and proposed plans, operations, and responsibilities of all District Branches in order to maintain an effective public information program. Must have a good knowledge of the District budgeting process and the ability to analyze the District's needs to determine future allocations for specific projects and programs.

The incumbent is required to analyze complaints, identify problems, recommend solutions, and monitor the output. Required to prepare management reports that involve in-depth analysis; required to analyze proposed public information involvement in major contracts to assure proper allocation of resources.

CONSEQUENCE OF ERROR/RESPONSIBILITY FOR DECISIONS

The incumbent is the District's representative for District and Departmental issues. Is responsible to make major decisions and advise management regarding the dissemination of information on sensitive issues and situations, and develop and carry out public information programs that provide support to District and Department projects, programs, and policies. Is responsible for a properly developed response whether to internal staff or members of the general public, in all cases. Poor or erroneous responses could result in adverse publicity and embarrassment to the District or Department, endanger or inconvenience the traveling public, cause unnecessary expenditure of state funds, and/or jeopardize the implementation of projects or programs. Good judgment and evaluation must be exercised in a wide variety of circumstances; if good

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judgment is not used, it could reflect poorly on the Department. Failure to act promptly, or making poor decisions, could result in program delays, loss of revenues, and potential liability to the State.

PUBLIC AND INTERNAL CONTACTS

Incumbent has extensive public contact. Contact ranges from radio and television interviews on the more sensitive and complex issues, to speeches to citizens' groups, and contact with elected officials. Acts as the focal point for receiving complaints and coordinates responses to external requests for information. Acts as the communication center for information from and to Headquarters External Affairs and the Director's Office, and the District. Must be prepared to respond to people of all cultures and backgrounds; effective communication with legislators and other officials is also essential.

PHYSICAL, MENTAL AND EMOTIONAL REQUIREMENTS

This job has many deadlines and deliverable requirements set by others. There is a good degree of stress with this job. Use of a computer is a requirement. The incumbent must be prepared to work nights and weekends as necessary and to drive to any location within the 9-county District.

WORK ENVIRONMENT

This job is performed primarily in an office environment although some travel is required. Visits to field offices and accompanying staff on tours for dignitaries and the public may require work at a construction zone, including travel in a boat or climbing or descending to a construction site. Proper safety precautions must be taken at all times, including the use of safety gear.

*I have read and understand the duties listed above and can perform them with without reasonable accommodation.

EMPLOYEE

DATE

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

SUPERVISOR

DATE

**Please indicate whether or not you require reasonable accommodation by checking either with or without, in the above sentence. If you require reasonable accommodation, you must provide medical substantiation prior to your established employment start date. If you are unsure whether you require reasonable accommodation, inform the hiring supervisor who will discuss your concerns with the Reasonable Accommodation Coordinator.)*

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