



CALIFORNIA TRANSPORTATION COMMISSION

POSITION DUTY STATEMENT

Classification Title Public Information Officer II		
Working Title	Position Number 696-004-5595-XXX	Effective Date August 1, 2019

GENERAL STATEMENT

The Commission advises and assists the Secretary of the California State Transportation Agency and the Legislature in formulating and evaluating state policies and plans for California's transportation programs. It has the ultimate responsibility for adopting statewide transportation policy. The Commission is responsible for programming and allocating funds for construction of highway, passenger rail, transit, and bike and pedestrian improvements throughout California. It actively participates in initiating and developing State and Federal legislation to secure financial stability for California's transportation needs.

The Commission's Public Information Officer — under the direction of the Deputy Director, Legislation and Finance — prepares and disseminates information about the Commission to community members, the media and public officials. The Public Information Officer also performs the professional and technical tasks needed to conduct a comprehensive public relations program that promotes the Commission's activities and objectives.

The Public Information Officer will manage a diverse workload, paying attention to details, juggling multiple tasks and completing assignments, including: creating, coordinating and monitoring public relations functions; working with staff and the Commissioners to provide a consistent, accurate message; and keeping the public and stakeholders informed of the Commission's activities. This person will work with staff, creating news releases, social media content, graphics and videos that emphasize the Commission's work and how it benefits California.

Punctual and regular attendance is required. Duties include but are not limited to the following:

¹ Essential 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.

ADA Notice: For individuals with sensory disabilities, this document is available in alternate formats. For information call (916) 654-6410 or TYY 711 or write Records and Forms Management, 1120 N Street, MS-89, Sacramento, CA 95814.

TYPICAL DUTIES

Percentage Essential (E)/Marginal (M)	Job Description
30 % E	Develops content that emphasizes the benefits, to the state and its residents, of the numerous programs and efforts administered by the Commission, including as part of the Commission's Annual Report to the Legislature. Prepares news releases and other public informational materials for distribution through various media channels. Prepares written correspondence addressing concerns from the public. Composes articles for internal and external publications, briefing papers, and technical journals. Creates and produces a wide variety of written materials, pamphlets, flyers and special event brochures for media presentations, public hearings, public information meetings, court exhibits, and various publications.
30% E	Acts as the Commission's spokesperson for responding to public and media inquiries regarding transportation projects, policies and issues. Prepares written speeches and speaking points for managers and Commissioners attending public meetings.
30% E	Ensures the Commission's website is up to date with accurate and complete information and complies with state and federal accessibility requirements. Plans, coordinates, and implements the Commission's use of social media tools, including Twitter and web pages, to publicize the Commission's efforts and visually enhance the experience for website visitors. Also provides updated content and visuals for the Commission's web pages, staying current on marketing techniques, and helps continually update the social media policy.
5% E	Plans, organizes, and sets up public and media events to showcase innovations and the Commission's position on various issues. Such events may include public hearings, public information meetings and special Commission gatherings
5% M	Acts as a liaison between other transportation-related agencies and groups both inside and outside of California government.

¹ Essential 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.

ADA Notice: For individuals with sensory disabilities, this document is available in alternate formats. For information call (916) 654-6410 or TYY 711 or write Records and Forms Management, 1120 N Street, MS-89, Sacramento, CA 95814.

SUPERVISION EXERCISED OVER OTHERS

Does not supervise staff but may act in a lead capacity.

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 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 material for publication or reproduction in news releases, magazines articles, correspondence, booklets, brochures, pamphlets, magazines, reports, speeches, scripts for radio, television or motion pictures, and other informational material; speak English effectively; assume responsibility for the administration of a public information program.

Must have ability to analyze data, develop and evaluate alternatives. Must possess the ability to express and present ideas and information effectively and accurately both orally and in writing; develop and maintain good working relationships with management, staff, elected officials, the media, the general public and community organizations. Must possess the ability to quickly think through problems and respond appropriately.

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 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 Commission'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 understand the role and responsibilities of the Commission and actions taken by the Commission.

¹ Essential 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.

ADA Notice: For individuals with sensory disabilities, this document is available in alternate formats. For information call (916) 654-6410 or TYY 711 or write Records and Forms Management, 1120 N Street, MS-89, Sacramento, CA 95814.

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 equipment for presentations or events.

RESPONSIBILITY FOR DECISIONS AND CONSEQUENCES OF ERROR

As a representative of the Commission, it is imperative the Public Information Officer maintains a professional demeanor and is knowledgeable about the Commission's 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 Commission and create a lack of credibility with the public. Communication errors or incomplete information could endanger and/or inconvenience the public, result in public concern, lawsuits against the State, erroneous media reports, and create a negative image with the public and elected officials.

CORE COMPETENCIES

Change Leadership: Develops new and innovative approaches needed to improve effectiveness and efficiency of work products. Encourages others to value change. Considers impact and recommends changes. (Accountability)

Communication: Expresses oneself clearly in all forms of communication. Gives feedback and is receptive to feedback received. Knows that listening is essential. Keeps others at the Commission informed as appropriate. (Transparency)

Creativity and Innovation: Thinks beyond the confines of traditional models to recognize opportunities, seek creative solutions and take intelligent risks. (Innovation)

Decision Making: Makes critical and timely decisions. Takes charge. Supports appropriate risk. Makes challenging and appropriate decisions. (Integrity)

Ethics and Integrity: Demonstrates concern to be perceived as responsible, reliable, and trustworthy. Respects the confidentiality of information or concern shared by others. Honest and forthright. Conforms to accepted standards of conduct. (Integrity)

Organizational Awareness: Contributes to the organization by understanding and aligning actions with the organization's strategic plan, including the mission, vision, goals, core functions, and values. (Accountability)

Planning and Results Oriented: Organizes and executes work to meet organizational goals and objectives while meeting quality standards, following organizational processes, and demonstrating continuous commitment. (Accountability)

¹ Essential 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.

ADA Notice: For individuals with sensory disabilities, this document is available in alternate formats. For information call (916) 654-6410 or TYY 711 or write Records and Forms Management, 1120 N Street, MS-89, Sacramento, CA 95814.

Teamwork and Collaboration: Sets team structure. Organizes, leads, and facilitates team activities. Promotes team cooperation and encourages participation. Capable of cross functionality and working well with others on a team to achieve personal goals, team goals, and organizational goals. Takes responsibility for individual actions to achieve consistent results. (Integrity)

PUBLIC AND INTERNAL CONTACTS

This position confers with various levels of staff, the media, the public and other state, local and federal representatives. The Public Information Officer must possess strong communication skills and be able to address concerns in a professional and timely manner. The Public Information Officer may be required to conduct live or taped radio or television interviews. Extensive daily contact with public, media, local staff and management, and elected officials is required. The quality of contacts made by this position can influence public attitudes toward the Commission.

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 office staff members.
- Must be able to complete assigned tasks and projects on time and within budget.
- Must be able to grasp the essence of new information and new technical and business knowledge.
- 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 on extremely sensitive policy and press projects that require working unpredictably long hours and on weekends.
- 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.
- 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.

WORK ENVIRONMENT

- While at their base 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 7:00 a.m. and 6:00 p.m.; however, may need to respond to issues on the weekend or after-work hours.

¹ Essential 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.

- Employee may be exposed to various 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.
- Travel may be required throughout California. Possession of a valid driver's license and current defensive driver's certification is required.
- Overtime may be required and vacation may be restricted during peak periods.

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

Employee's Signature

Date

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

Supervisor's Name

Supervisor's Signature

Date

¹ Essential 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.

ADA Notice: For individuals with sensory disabilities, this document is available in alternate formats. For information call (916) 654-6410 or TYY 711 or write Records and Forms Management, 1120 N Street, MS-89, Sacramento, CA 95814.