



CALIFORNIA TRANSPORTATION COMMISSION

POSITION DUTY STATEMENT

Classification Title Public Information Officer II		
Working Title Assistant Deputy Director	Position Number 696-004-5595-001	Effective Date September 1, 2020

GENERAL STATEMENT

The Commission is responsible for funding transportation projects, including for highways, passenger rail, transit, and bicycle and pedestrian improvements. The Commission also advises and assists the Secretary of the California State Transportation Agency and the Legislature in developing state transportation policies.

The Assistant Deputy Director— under the direction of the Deputy Director, Legislation and Finance — establishes the objectives for the Commission’s public relations program; analyzes the current public understanding of the Commission and its programs; and determines the need for changes in the Commission’s public information and education activities. The Assistant Deputy Director meets regularly with Commission executive management to develop communications strategies and materials to emphasize the Commission’s work and its benefits to California, and to advise on the public relations implications of proposed Commission actions.

The Assistant Deputy Director will manage a diverse workload, paying attention to details, juggling multiple tasks and completing assignments to ensure the Commission and its staff are providing consistent, accurate public messages and keeping the public and stakeholders informed of the Commission's activities. This workload may involve creating news releases, social media content, graphics, fact sheets, reports, website content, speaking points, and videos.

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.

TYPICAL DUTIES

Percentage Job Description
Essential (E)/Marginal (M)

30 % E	Establishes the objectives for the Commission’s public relations program, in consultation with executive management. Analyzes the current public understanding of the Commission and its programs and determines the need for changes in the Commission’s public information and education activities. Develops a communications strategy to advance the Commission's mission and policy objectives and periodically assesses the communications strategy to determine its effectiveness.
25 % E	Develops written and visual content for the Commission’s Annual Report to the Legislature that emphasizes the benefits, to the state and its residents, of the numerous programs and efforts administered by the Commission. Creates a wide variety of additional written and visual materials, including fact sheets and infographics.
20% E	Prepares speeches, speaking points, and visual presentations for Commissioners and executive management attending public meetings.
15% E	Ensures the Commission’s website is easy to navigate, visually appealing, and contains accurate and complete information. Plans, coordinates, and implements the Commission’s use of social media tools, including Twitter and Facebook, to publicize the Commission’s efforts.
5% E	Acts as the Commission’s spokesperson for responding to public and media inquiries regarding transportation projects, policies, and issues. Prepares news releases and other written and visual materials for distribution through various media channels. Prepares written correspondence addressing concerns from the public.
5 % M	Acts as a liaison between other transportation-related agencies and groups both inside and outside of California government.

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SUPERVISION EXERCISED OVER OTHERS

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

KNOWLEDGE, ABILITIES AND ANALYTICAL REQUIREMENTS

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; principles and techniques of establishing and maintaining good public relations; California State Government; principles of public administration; effective supervision; department's Affirmative Action Program objectives; a manager's role in the Affirmative Action Program and the processes available to meet affirmative action objectives.

Ability to: Organize and direct a statewide program of public information and education; write effectively; analyze data; supervise the work of an information staff; stimulate interest in an agency's program and secure the cooperation of diverse groups in conducting that program; understand and effectively carry out State and departmental equal employment opportunity and affirmative action policies.

RESPONSIBILITY FOR DECISIONS AND CONSEQUENCES OF ERROR

As a representative of the Commission, it is imperative the Assistant Deputy Director 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)

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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)

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 Assistant Deputy Director must possess strong communication skills and be able to address concerns in a professional and timely manner. The Assistant Deputy Director 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.
- 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.

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- 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.
- 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

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Supervisor's Signature

Date

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