

CALIFORNIA DEPARTMENT OF CORRECTIONS AND REHABILITATION
 POSITION DUTY STATEMENT

PROPOSED

CURRENT

CDCR INSTITUTION OR HEADQUARTERS PROGRAM Office of Public and Employee Communications		POSITION NUMBER (Agency-Unit-Class-Serial) 065-150-2144-001		MCR / HCR NONE
DIVISION / UNIT Press Office		CLASSIFICATION TITLE Exempt		
		WORKING TITLE Press Secretary, Media Relations		
		TIME BASE / TENURE Exempt	CBID E99	WWG E
LOCATION Sacramento County		INCUMBENT		EFFECTIVE DATE
CDCR'S MISSION and VISION				
<p>Mission To facilitate the successful reintegration of the individuals in our care back to their communities equipped with the tools to be drug-free, healthy, and employable members of society by providing education, treatment, rehabilitative, and restorative justice programs, all in a safe and humane environment.</p> <p>Vision We enhance public safety and promote successful community reintegration through education, treatment, and active participation in rehabilitative and restorative justice programs.</p>				
COMMITMENT TO DIVERSITY, EQUITY, AND INCLUSION				
The California Department of Corrections and Rehabilitation (CDCR) and California Correctional Health Care Services (CCHCS) are committed to building and fostering a diverse workplace. We believe cultural diversity, backgrounds, experiences, perspectives, and unique identities should be honored, valued, and supported. We believe all staff should be empowered. CDCR/CCHCS are proud to foster inclusion and representation at all levels of both Departments.				
DIVISION OVERVIEW				
BRIEFLY DESCRIBE THE DIVISION/UNIT FUNCTIONS The California Department of Corrections and Rehabilitation's Office of Public and Employee Communications is responsible for planning, coordinating, and implementing the Department's communications with the news media, external stakeholders, and staff. The Press Office oversees all media outreach and articulates the Departments position on operations, policies, employees, incarcerated persons, programs, and issues. The Press Office manages crisis communications, solicits media coverage of departmental activities, serves as a liaison to the media, releases information to the public and facilitates media access to institutions, programs, employees, and incarcerated persons pursuant to state law and departmental policies.				
GENERAL STATEMENT				
BRIEFLY (1 OR 2 sentences) DESCRIBE THE POSITION'S ORGANIZATIONAL SETTING AND MAJOR FUNCTIONS The Press Secretary, Media Relations, reports directly to the Assistant Secretary, Office of Public and Employee Communications, within the California Department of Corrections and Rehabilitation. In this capacity, the incumbent serves as the primary spokesperson for the Department on a wide range of its most complex correctional issues before statewide, national, and international media. The Press Secretary serves as lead Information Officer for the Office and coordinates the work of all Information Officers in departmental headquarters.				
% of time performing duties	Indicate the duties and responsibilities assigned to the position and the percentage of time spent on each. Group related tasks under the same percentage with the highest percentage first.			
35%	Addresses the most controversial and sensitive inquiries from the news media, legislative staff, the public and others with strong personal interests in the department. The incumbent coordinates press conferences, develops and disseminates public information, and arranges interviews with the news media for the Department's Executive Staff, and the Governor.			
20%	Conducts research, writes and edits briefing papers, talking points, speeches, news releases, media advisories, fact sheets, strategic responses, reports, and other correspondence on the most complex and sensitive issues for the Department's executives and the Governor.			
20%	Advises the Assistant Secretary, OPEC, and the Department's Executive staff on the implementation and evaluation of public information programs, policies, and procedures at correctional facilities and parole regions.			

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10%	Coordinates with the Assistant Secretary, OPEC, and other departmental managers to analyze information, identify trends and develop media strategies consistent with the goals of the Department.
10%	Conducts training for executives and institutional personnel in media relations on an as needed basis and assists with media activities.
5%	<p>Personnel Management</p> <p>Plan, organize, direct, and evaluate the work and performance of staff. This includes but is not limited to the following: Comply with state and federal laws, rules, regulations, bargaining unit contracts, and policies in all personnel practices, including, but not limited to hiring, employee development, and management. Recruit, hire, train, develop, and provide leadership to a diverse staff. Monitor, evaluate, and create written performance appraisals of staff. Counsel staff and initiate disciplinary actions as necessary. Identify appropriate long-range plans and goals to address succession planning and knowledge transfer.</p>

SPECIAL REQUIREMENTS

CDCR does not recognize hostages for bargaining purposes. CDCR has a "NO HOSTAGE" policy, and all incarcerated persons, visitors, nonemployees, and employees shall be made aware of this.

CONSEQUENCE OF ERROR

Consequences of error may result in loss of time and could cause significant delays in program production. Such delays can result in inefficient use or misdirection of department resources resulting in the inability to meet efficiency and timeline goals, and varying degrees of negative financial impacts to the department.

To be reviewed and signed by the supervisor and employee:

EMPLOYEE'S STATEMENT:

- I HAVE DISCUSSED THE DUTIES AND RESPONSIBILITIES OF THE POSITION WITH MY SUPERVISOR AND RECEIVED A COPY OF THIS DUTY STATEMENT.

EMPLOYEE'S NAME (Print)	EMPLOYEE'S SIGNATURE	DATE
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SUPERVISOR'S STATEMENT:

- I CERTIFY THIS DUTY STATEMENT REFLECTS CURRENT AND AN ACCURATE DESCRIPTION OF THE ESSENTIAL FUNCTIONS OF THIS POSITION
- I HAVE DISCUSSED THE DUTIES AND RESPONSIBILITIES OF THE POSITION WITH THE EMPLOYEE AND PROVIDED THE EMPLOYEE A COPY OF THIS DUTY STATEMENT.

SUPERVISOR'S NAME (Print)	SUPERVISOR'S SIGNATURE	DATE
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