

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) 065-150-9996-001		MCR / HCR NONE	
DIVISION / UNIT Office of Public and Employee Communications		CLASSIFICATION TITLE Exempt			
		WORKING TITLE Chief, Strategic Communications and External Affairs			
		TIME BASE / TENURE Perm/FT	CBID E99	WWG E	COI Yes <input checked="" type="checkbox"/> No <input type="checkbox"/>
LOCATION Sacramento County		INCUMBENT		EFFECTIVE DATE	
CDCR'S MISSION					
<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					
The California Department of Corrections and Rehabilitation's Office of Public and Employee Communications (OPEC) 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 Department's 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					
<p>The Chief of Strategic Communications and External Affairs (Chief) reports directly to the Assistant Secretary, OPEC. In this capacity, the incumbent serves as a coordinator of internal and external communications strategies for the California Department of Corrections and Rehabilitation (CDCR) on a wide range of the department's most complex correctional issues. Under the direction of the Assistant Secretary, OPEC, the Chief will supervise and establish direction for strategic communications, internal and external messaging for the department's stakeholders, external/ internal website updates, design, and branding.</p> <p>The incumbent will work with the Assistant Secretary, OPEC and Press Secretary on media relations and social media efforts to push the department's messaging to key stakeholders. The incumbent will be responsible for overseeing the preparation of high-level communications, including communications plans, talking points, letters to stakeholders, newsletter content, video content and departmental memos. The incumbent may act as spokesperson and represent the department at high-level meetings/events.</p> <p>The incumbent will manage the OPEC video team and will work with Enterprise Information Systems on internet and intranet governance.</p>					

065-150-9996-001

% 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.
40%	<p>Strategic Communications—Reviews and analyzes existing communications strategies and processes and provides recommendations to the Assistant Secretary, OPEC. Under the direction of the Assistant Secretary, OPEC, handles the development of communications materials, including sensitive subject matter, for distribution to key internal and external stakeholders with strong personal interests in the Department. Reviews, edits, and approves messaging for content development, including newsletters, intranet, website, media, and social media. The incumbent coordinates internal meetings, public events, develops and disseminates strategic communications plans, materials, and information through the various departmental channels (intranet, internet, email, social media, etc.), and coordinates with the Secretary, Undersecretaries, and Assistant Secretaries on the distribution of this information.</p>
30%	<p>External Affairs—The incumbent engages with external stakeholders, including community-based organizations, law enforcement partners, families of the incarcerated population, etc., on key initiatives and communications.</p>
20%	<p>Researches, develops, and provides high-level consultation on emerging communication methods and channels, technologies, and enhancements to better achieve communication objectives and goals to the OPEC. Evaluates and analyzes existing communications strategies for effectiveness. Coordinates with institution Public Information Officers to ensure best practices and methods in communications are utilized in communication to staff in the state’s prisons and external offices. Coordinates with department leadership—Secretary, Undersecretaries, Directors, Wardens, etc.—on messaging and plans as related to emerging issues, new initiatives, and projects for dissemination.</p>
5%	<p>Advises the Assistant Secretary, OPEC and the Department’s Executive Staff on the implementation and evaluation of public and internal information programs, policies, and procedures at correctional facilities and parole regions.</p>
5%	<p>The incumbent is responsible for supervising teams to improve the internal and external communications vehicles, including the look, feel, operation and editorial content on the Departmental website and all electronic and hard copy publications produced by OPEC for public distribution and review.</p> <p>Occasional travel required to Department work locations statewide as necessary.</p>

SPECIAL REQUIREMENTS

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

CONSEQUENCE OF ERROR

Consequence of error is high and may result in loss of lives, jeopardizing the health and safety of citizens, loss of credibility, public scrutiny, loss of delegation from control agencies, loss of faith by the public, negative media coverage, loss of funding source, major segments of State operations affected, regulatory challenges, litigation, audits, civil or criminal investigation, etc.

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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