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|  | | Current Proposed | | |
| STATE OF CALIFORNIA  California Victim Compensation Board  Rev. 09/17 | |  | | |
| **DUTY STATEMENT** | | | | |
| EMPLOYEE | | | RPA # / JOB CONTROL #  20-017 / 170735 | |
| VACANT | | |
| POSITION NUMBER | CLASSIFICATION | | WORKING TITLE | |
| 040-130-5601-001 | INFORMATION OFFICER I | |  | |
| DIVISION | BRANCH | | CBID | WWG |
| OFFICE OF POLICY AND OUTREACH | PUBLIC AFFAIRS AND OUTREACH | | S01 | 2 |
| WORK DAYS | WORK HOURS | | TENURE | TIME BASE |
| Monday – Friday | Supervisor Discretion | | Permanent | Full-time |
| **CONFLICT OF INTEREST CLASSIFICATION** | | | | |
| This position is designated under the Conflict of Interest Code and is responsible for making, or participating in the making, of governmental decisions that may potentially have a material effect on personal financial interests. The appointee is required to complete a Form 700 within 30 days of appointment. Failure to comply with the Conflict of Interest Code requirements may void the appointment. | | | | |
| Conflict of Interest Classification?  Yes  No | | | | |
| **DEPARTMENT OVERVIEW** | | | | |
| The California Victim Compensation Board (CalVCB) is a state program dedicated to providing reimbursement for many crime-related expenses to eligible victims who suffer physical injury or the threat of physical injury as a direct result of a violent crime. CalVCB funding comes from restitution paid by criminal offenders through fines, orders, penalty assessments and federal funds.  Our mission is to assure the rights of victims of crime by providing responsive financial compensation through a stable restitution fund. CalVCB is a special funded department under the direction of the Government Operations Agency. | | | | |
| **EMPLOYEE ACKNOWLEDGEMENT** | | | | |
| I have read and understand the duties of this position and I certify that I possess essential personal qualifications including integrity, initiative, dependability, good judgment, and ability to work cooperatively with others; and a state of health consistent with the ability to perform the assigned duties as described above with or without reasonable accommodation. (If you believe reasonable accommodation is necessary, discuss your concerns with the hiring supervisor. If unsure of a need for reasonable accommodation, inform the hiring supervisor, who will discuss your concerns with the Office of Civil Rights). | | | | |
| EMPLOYEE’S NAME (Print) | EMPLOYEE’S SIGNATURE | | DATE | |
| Vacant |  | |  | |
| **SUPERVISOR ACKNOWLEDGEMENT** | | | | |
| I certify this duty statement represents current and an accurate description of the essential functions of this position. I have discussed the duties of this 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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| STATE OF CALIFORNIA California Victim Compensation Board  **DUTY STATEMENT**  (REV. 09/17) **RPA 20-017** | |
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| **GENERAL STATEMENT** | |
| Under direction of the Information Officer II, the Information Officer I supports CalVCB’s strategic communications activities by planning, evaluating, coordinating and carrying out the essential communications tasks necessary to successfully educate Californians about compensation available to victims and how to access services. | |
| **% OF TIME PERFORMING DUTIES** | **ESSENTIAL FUNCTIONS** |
|  | . |
| 40%  30%  20%  10% | **ESSENTIAL FUNCTIONS:**  **Writing:** Writes content for CalVCB’s public affairs team. Develops and finalizes content for press releases, fact sheets, social media, videos/PSAs and op/eds for placement in newspapers, trade publications and other victim service related publications. Develops pitches and other materials to engage media and public interest.  Creates briefing materials for Executive staff as needed from initial content to completed documents. Researches editor and publication background, pulling relevant news stories and outlining information important to a media interview.  Drafts and proofs emails and speeches; prepares correspondence; reviews and edits other assigned materials including plans and other materials; supervises the keeping of news clippings, media inquiries and responses, and other information of value to the department. Manages CalVCB’s blog by writing draft content on behalf of internal staff and seeking out guest writers such as legislative officers, key victim service partners and other stakeholders as needed. Drafts initial content and acts as a copy editor for a variety of content such as, but not limited to: brochures, contract solicitations, advertising content, key messages, plans and email correspondence with reporters and stakeholders.  **Media Relations:** Independently plan, prepare and pitch news stories; conduct analysis and research to respond to media inquiries, develop and assist with implementing media strategies to place news stories. Develop and maintain media contact database with various spread sheets for specified campaigns, audiences, regional outreach and other business needs. Distributes news releases and other information materials through publicity channels such as newspapers, news services, periodicals, radio and television; develop and maintain relationships with selected media professionals through social media outlets such as twitter and Facebook. Answers inquiries from the representatives of the news media and from other persons as needed; distributes media pitches to engage media interest. Conducts article corrections if needed and participates in media interviews on a case by case basis. Proactively pitches the media on a monthly basis. **Social Media:** Drafts and prepares content for platforms such as: Facebook and Twitter as needed. Works with other Public Affairs and Outreach team members to coordinate the release of information via social media in accordance with campaigns and current events. Assists with developing long-term outreach strategy to raise awareness for CalVCB and its services and accomplishments.  **Other duties as assigned**; including, but not limited to, providing analytical support on communications and media projects, advertising research, conducts research, and assist with event projects. | |
| **DESIRABLE QUALIFICATIONS** | | |
| * Effectively operate a computer using the following software programs: Microsoft Word, Excel, Outlook, and Access. * Ability to develop statistical data and evaluate results. * Ability to apply and interpret policies, regulations, and laws. * Ability to take and follow verbal or written direction from supervisors/managers. * General knowledge of the VCP program to be able to establish program goals/objectives, identify/resolve program issues, etc. * General knowledge of the formal and informal aspects of the legislative process. * General knowledge of the department’s mission, goals and policies to ensure that the progress and completion of work assignments and tasks conform to the overall objectives of the unit and/or division. * General knowledge of governmental functions and organization at the State and local level to maintain and foster a good working relationship with our clients. | | |
| **PERSONAL CHARACTERISTICS and EXPECTATIONS** | | |
| * Demonstrated ability to act independently and as a member of a team with open-mindedness, flexibility, and tact. * Demonstrated ability to communicate clearly and effectively in writing, to engage in clear communications with all stakeholders and members of the media and to recognize and appropriately address sensitive topics. * Ability to effectively handle stress and deadlines in a fast-paced work environment. * Ability to problem-solve and use critical and creative thinking to effectively perform work. * Display good interaction skills and the ability to deal professionally, congenially and in a personable manner with the public, other governmental entities, and staff at all levels. * Communicate successfully in a diverse community as well as with individuals from varied backgrounds. * Understand, follow and enforce all safety rules and procedures. * Be supportive of management and coworkers. * Maintain the confidence and cooperation of others. * Ensure deadlines are met. * Manage multiple & changing priorities. * Maintain acceptable, consistent, and regular attendance. * Develop and maintain knowledge and skill related to the job. * Complete assignments in a timely and efficient manner. | | |
| **PHYSICAL ABILITIES** | | |
| * Typical work requires prolonged sitting using a computer and telephone. * Common eye, hand, and finger dexterity is required for most essential functions. * Grasping and making repetitive hand movements in the performance of daily duties. | | |