

**CALIFORNIA HIGH-SPEED RAIL AUTHORITY  
DUTY STATEMENT**

**RPA # 21-098**

<b>CLASSIFICATION TITLE</b> Information Officer I (Specialist)	<b>OFFICE/BRANCH</b> Strategic Communications/ Communications/Media Relations Section	<b>LOCATION</b> Sacramento
<b>WORKING TITLE</b> Information Officer	<b>POSITION NUMBER</b> 311-140-5601-006	<b>EFFECTIVE DATE</b> 07/01/20



**GENERAL STATEMENT:**

Under the direction of the Information Officer II in the Media Relations Section in Sacramento, the Information Officer I will assist with the Authority’s comprehensive media and communications program. While the incumbent will report directly to and receive assignments from the Information Officer II, direction and assignments may also come directly from the Communications Manager and/or the Chief of Strategic Communications. The incumbent will research, plan, write, edit and prepare a wide range of informational materials for dissemination to the media, stakeholders and the public regarding the activities and objectives of the California high-speed rail program. The incumbent will be responsible for researching information, preparing talking points, preparing digital content for review, writing press releases, and will also be responsible for developing and pitching stories to local, regional and non-traditional media outlets. The incumbent will also assist with the planning and execution of official events, managing and drafting of correspondence and other duties as required.

**TYPICAL DUTIES:**

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

- 40% (E)
  - Serve as media contact and/or spokesperson for the Authority at the direction of the Information Officer II and/or the Communications Manager or the Chief of Communications regarding issues generally related to high-speed rail.
  - Responsible for researching and formulating responses to media issues and inquiries, generally related to, but not limited to high-speed rail in coordination with relevant technical staff.
  - Assist in developing strategic communication and media plans to pitch news stories and develop and disseminate information via print, TV,

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radio and social media. This includes the identification of potential target audiences, the appropriate communication tools, and the proper timing and identification of staff to respond to media issues and inquiries.

- 25% (E)
  - Research, develop, analyze, write and edit briefing papers, op eds, talking points, PowerPoint presentations, speeches, news and video releases, media advisories/releases, fact sheets, video scripts, newsletters, strategic media responses and other written materials as required for both external and internal audiences.
  - Assists with the business of the Sacramento office, including the compilation of news clips, Office of Strategic Communication policies and procedures, maintenance of mailing lists and internal communications.
  - Assists with the development of special projects, such as social media campaigns and/or the development of fact sheets and other marketing materials.
- 20% (E)
  - Perform various technical work related to departmental responses to records requests received pursuant to the California Public Records Act (PRA).
  - Research, collect, organize and maintain files and technical data pursuant to PRA requests. Redact any confidential material prior to records releases as defined in the PRA.
- 10% (E)
  - Assist with the updates and maintenance of the Authority's webpages.
  - Represents the Authority and attend public meetings in Sacramento and throughout the state when required and serve as the point of contact for media at those events. At those events, the incumbent will also assist with the documentation of the high-speed rail program by taking photos/video at events, meetings, etc.
- 5% (E)
  - Other duties as may be appropriate for an Information Officer I, including back-up support to the Information Officer II, other Information Officers, Communications Branch staff and consultants.

### **KNOWLEDGE AND ABILITIES:**

Knowledge of: Techniques of preparing, producing and disseminating information, utilizing all major media of communication including but not limited to traditional media and digital media; principles and techniques of establishing and maintaining good relations with news media and other public groups; California State Government and principles of public administration.

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Ability to: Write, edit, and prepare for publication or reproduction news releases, magazine articles, correspondence, booklets, brochures, pamphlets, magazines, reports, speeches, scripts for radio, television, and other information material; speak effectively; analyze data; assume responsibility for the administration of a public information program.

### **DESIRABLE QUALIFICATIONS:**

- General knowledge of communication theory.
- Ability to strategically and accurately convey the Authority's policies, procedures and practices to a broad audience.
- Knowledge of public and media affairs concepts.
- Ability to analyze issues for their newsworthiness and potential impact to the Authority.
- Exceptional written and oral communication skills.
- Knowledge of news writing principles and copywriting experience.
- Ability to utilize and capitalize on the resources of the Authority to develop and respond to media inquiries.
- Ability to identify and resolve complex and sensitive public relations issues.
- Knowledge of the workings of print, radio, TV and social media.
- Ability to analyze data and present ideas and information effectively, both verbally and in writing.
- Ability to consult with and advise managers, supervisors and administrators upon request.
- Ability to multi-task, adapts to changes in priorities, and complete tasks with short notice.
- Able to resolve conflicts in a positive manner and maintain a high level of professional integrity.

### **SUPERVISION EXERCISED OVER OTHERS:**

This position does not supervise; however at times incumbent may perform a lead-worker role. Additionally, the position may assist in the management and oversight of the Authority's statewide and regional communications and outreach consultants.

### **CONSEQUENCE OF ERROR/RESPONSIBILITY FOR DECISIONS**

This position is responsible for the public image of the Authority. Errors in judgement or insensitivity to pressing issues could result in poor articulation of the Authority's public policy, embarrass the Authority, and cause unfavorable media coverage and possible reaction from the State Legislature or the public. The incumbent should be able to make recommendations on various public and media affairs and is responsible for ensuring that the Authority's message is appropriately communicated to the media, stakeholders and the general public.

**WORK ENVIRONMENT:**

Position will often require travel within the state – particularly to the Northern California offices in San Jose and San Francisco - and responsiveness to the public, media and public meetings outside of normal business hours.

Employee will work in a climate-controlled office under artificial light. However, due to periodic problems with the heating and air conditioning, the building temperature may fluctuate. Employees may be required to travel outside of their workstation to perform general tasks.

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.)

Name of Employee:

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

Name of Supervisor:

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Signature:	Date:
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