

**DUTY STATEMENT
STATE TREASURER'S OFFICE
EXECUTIVE OFFICE**

PART A	
Position No: 820-120-7500-002	Date:
Classification: CEA A – Director of Public Liaison	Name:
<p>Under the direction of the State Treasurer and the Chief of Staff, provides policy direction and advice to the State Treasurer and the State Treasurer's Executive Staff on all internal and external communications, public relations, media and outreach issues. Responsible for the coordination and development of all publications, reports, and news releases, and is the primary contact for communications and public outreach for the State Treasurer.</p>	
Percentage of time performing duties	ESSENTIAL FUNCTIONS
25%	Staff specialist responsible for providing guidance, policy formulation and direction in relation to communications, public relations, outreach and multi-media related issues for the State Treasurer's Office programs; developing communications, digital, video and social media strategies; drafting press releases, op-eds, speeches, and message development; as an integral member of top management, provides advice and consultation to the State Treasurer on the media and public relations impact of departmental programs; ensures that public statements on program areas reflect the policies, goals and objectives of the Office.
25%	Acts as spokesperson for the State Treasurer on all press related to the State Treasurer's financial programs; speaks before special interest groups on the State Treasurer's programs as required; coordinates public outreach related to the programs of the State Treasurer's Office targeting business and financial organizations, public interest groups, foundations, other public agencies, and other organizations; schedules meetings and speaking engagements for the State Treasurer and appropriate staff, and makes information and materials available to the public.
20%	Develops educational and informational materials related to the programs of the State Treasurer's Office; creates a strong online media presence through a variety of channels including videos, webinars, websites and social media; on a national and state level, maintains relationships with top level media representatives of financial and banking sectors, editors and staff of newspapers and financial/business publications, department directors, agency secretaries, and the Governor's Office on highly sensitive issues involving financing programs arranged by the State Treasurer which generate media and public interest.
20%	Arranges and coordinates editorial board meetings, as well as press interviews, press conferences, radio and television appearances, newsletter and magazine article placement and personal interviews for a wide range of publications and through digital communications;
10%	Supervises staff performing communications, public relations, outreach and media related duties; maintains STO Library, speech file facts, database and other outreach related materials.

PHYSICAL AND MENTAL REQUIREMENTS OF ESSENTIAL FUNCTIONS

Activity	Not Required	Less than 25%	25% - 49%	50% - 74%	75% or more
Vision: Develops and implements policies; responsible for the development of all publications, reports and news releases; speaks before special interest groups; makes information and materials available to the public; plans and develops educational and informational materials; supervises staff; maintains files and databases.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Hearing: Is the primary contact for public outreach for the State Treasurer; acts as spokesperson for the State Treasurer; provides guidance, policy formulation and direction; provides advice and consultation; speaks before special interest groups; arranges press interviews and conferences; supervises staff.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Speaking: Same as Hearing above.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Walking: Attends meetings; distributes information.	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Sitting: Sits at desk; attends meetings	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Standing: Makes presentations	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Balancing:	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Concentrating: Provides policy direction and advice; coordinates and develops all publications; provides consultation to State Treasurer; coordinates public outreach; plans and develops educational and informational materials; coordinates with top level financial and banking representatives and other high level people; supervises staff.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Comprehension: Same as Concentrating above.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Working Independently:	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Lifting up to 10 LBS occasionally: May lift files and documents.	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Lifting up to 20 LBS occasionally and/or 10 LBS frequently:	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Lifting up 20-50 LBS occasionally and/or 25-50 frequently:	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Fingering: Pushes telephone keys; types on computer keyboard.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Reaching: Answers telephone; reaches for documents.	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Carrying: Carries files or documents.	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Climbing:	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Bending at waist:	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Kneeling:	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Pushing or pulling:	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Handling: Processes documents.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Driving: May drive to meetings.	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Operating equipment: Telephone; computer; copier; fax.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Working indoors: Office environment.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Working outdoors:	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Working in confined space: Office environment.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>