

DUTY STATEMENT

CALIFORNIA PUBLIC UTILITIES COMMISSION

DIVISION External Affairs Division		EFFECTIVE DATE
BRANCH/SECTION News		CLASS TITLE Information Officer II
WORKING DAYS AND WORKING HOURS Monday through Friday 8:00 a.m. to 5:00 p.m.		PHYSICAL WORK LOCATION Sacramento or San Francisco
INCUMBENT (if known)		CURRENT POSITION NUMBER (Agency - Unit - Class - Serial) 680-129-5595-XXX
YOU ARE A VALUED MEMBER OF THE DEPARTMENT'S TEAM. YOU ARE EXPECTED TO WORK COOPERATIVELY WITH TEAM MEMBERS AND OTHERS TO ENABLE THE DEPARTMENT TO PROVIDE THE HIGHEST LEVEL OF SERVICE POSSIBLE. YOUR CREATIVITY AND PRODUCTIVITY ARE ENCOURAGED. YOUR EFFORTS TO TREAT OTHERS FAIRLY, HONESTLY AND WITH RESPECT ARE IMPORTANT TO EVERYONE WHO WORKS WITH YOU.		
BRIEFLY (1 or 2 sentences) DESCRIBE THE POSITION'S ORGANIZATIONAL SETTING AND MAJOR FUNCTIONS: Under the direction of the Director of Strategic Communications, the Senior Communications Officer (Information Officer II) assumes a leadership role on a fast-paced team. This position is charged with independently executing various tasks that contribute to the communication strategy aimed at informing and engaging audiences about the activities and objectives of the CPUC.		
% 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. <i>(Use additional sheet if necessary)</i>	
	<u>ESSENTIAL FUNCTIONS:</u>	
30%	Strategic Oversight and Guidance Develop and execute overarching communication strategies, ensuring alignment with organizational goals. Provide leadership in refining the company's voice and presence across diverse online and offline platforms. Oversee the creation and implementation of comprehensive PR plans, guiding the team in strategic decision-making.	
30%	Media and Public Relations Management Supervise and mentor Communication Officers, providing strategic direction in handling media relations, pitching stories, and building and maintaining relationships with key media figures. Ensure the accuracy and effectiveness of media campaigns, leveraging insights to continually enhance organizational visibility. Oversee the development and maintenance of briefing materials for the Executive team, ensuring a consistent and polished communication approach. Oversee production of internal daily news clips package.	
20%	Content Creation and Distribution Oversight Own the external communications content calendar and supervise Communication Officers and Graphic Designer in the creation and distribution of dynamic content, ensuring alignment with communication strategies and organizational goals. Lead collaboration efforts with the External Affairs Division to coordinate information release across various channels, fostering consistency and impact. Provide guidance on distributing news releases and informational materials through earned and owned channels.	
10%	Team Leadership and Collaboration Supervise and inspire the News team, fostering a collaborative and innovative work environment. Provide ongoing coaching and professional development opportunities for team members to enhance their skills and capabilities. Collaborate effectively with External Affairs Division and cross-functional leadership, fostering strong relationships.	

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10%	<p><u>MARGINAL FUNCTIONS:</u> Other duties as needed.</p> <p><u>KNOWLEDGE AND ABILITIES</u> [<i>From Class Specs</i>]</p> <p>Knowledge of: Methods used to determine needs for public information and education; techniques of preparing, producing and disseminating information, utilizing all major media communication; principles and techniques of establishing and maintaining good public relations; California State Government; principles of public administration; effective supervision; department's Affirmative Action Program objectives; a manager's role in the Affirmative Action Program and the processes available to meet affirmative action objectives.</p> <p>Ability to: Organize and direct a statewide program of public information and education; write effectively; analyze data; supervise the work of an information staff; stimulate interest in an agency's program and secure the cooperation of diverse groups in conducting that program; understand and effectively carry out State and departmental equal employment opportunity and affirmative action policies.</p> <p><u>WORK ENVIRONMENT, PHYSICAL OR MENTAL ABILITIES:</u></p> <ul style="list-style-type: none"> Proficiency with communications-related technologies, including personal computer applications, telecommunications equipment, Internet, voicemail, email, etc.
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SUPERVISOR'S STATEMENT: I HAVE DISCUSSED THE DUTIES OF THE POSITION WITH THE EMPLOYEE

SUPERVISOR'S NAME (Print)	SUPERVISOR'S SIGNATURE	DATE
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EMPLOYEE'S STATEMENT: I HAVE DISCUSSED WITH MY SUPERVISOR THE DUTIES OF THE POSITION AND HAVE RECEIVED A COPY OF THE DUTY STATEMENT

The statements contained in this duty statement reflect general details as necessary to describe the principal functions of this job. It should not be considered an all-inclusive listing of work requirements. Individuals may perform other duties as assigned, including work in other functional areas to cover absence of relief, to equalize peak work periods or otherwise balance the workload.

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