California Department of Education
Human Resources Division
HRD-002 (REV 06/2023)

☐CURRENT
☒PROPOSED

PR LOG #:

DUTY STATEMENT

CIVIL SERVICE CLASSIFICATION	WORKING TITLE
Information Officer I (Specialist)	Information Officer I

BRANCH
Strategy, Policy & Special Projects

DIVISION	OFFICE
Communications	Communications Unit

CBID	WWG	PCN	POSITION NUMBER	SPECIFIC LOCATION (CITY)
R01	2	3623	174-410-5601-003	Sacramento

PROBATIONARY PERIOD	TENURE	TIME BASE	BILINGUAL POSITION
6 Months	Permanent	Full-Time	No

TELEWORK OPTION	SAFETY SENSITIVE POSITION	CONFLICT OF INTEREST CLASSIFICATION
Office-centered	No	Yes

DIRECTION STATEMENT AND GENERAL DESCRIPTION OF DUTIES

Under the direction of the Information Officer II, and the Communications Director and the Information Officer I answers questions from the media, writes press releases, and assists in all facets of communicating CDE's news to the media and the public. Tasks include researching, writing, editing, and distributing complex news releases, news advisories, brochures, speeches, social media posts, and other material for publication or broadcast by media outlets. Tasks also include planning and organizing media events for the Superintendent of Public Instruction and senior staff.

CONDUCT, ATTENDANCE, AND PERFORMANCE EXPECTATIONS

All employees are expected to work cooperatively with others, maintain regular, consistent, predictable attendance, and possess integrity, initiative, dependability and good judgment.

SUPERVISION BY

Information Officer II

SUPERVISORY RESPONSIBILITIES

None.

WORKING CONDITIONS AND PHYSICAL REQUIREMENTS

The Information Officer I (IO I) must have the ability to sit for long periods of time, work on a keyboard, demonstrate manual dexterity, and have the ability to focus. This position requires occasional bending, and walking throughout the CDE building for meetings. The IO I will be required to engage in sustained mental activity to produce press releases, media advisories, talking points, and social media posts. Ability to multi-task, adapt to changes in priorities, be responsible, reliable, and professional. Must have ability to travel to media events sometimes on short notice.

ESSENTIAL/NON-ESSENTIAL FUNCTIONS

Relative % of Time Required: 50	☐ Essential Function	☐ Non-Essential Function

Duties Performed

Answers inquiries from representatives of the news media, checking with staff and researching written documents to formulate appropriate answers and deliver them on a timely basis. Works independently doing research, writing, and editing; distributes complex news releases, news advisories, brochures, speeches, social media posts, and other material for publication or broadcast by media outlets; disseminates such materials through appropriate channels; and prepares the Superintendent of Public Instruction and senior staff for media interviews.

Relative % of Time Required: 30	☐ Essential Function	☐ Non-Essential Function

Duties Performed

Provides support to the Director of Communications and the Information Officer II with communications materials and other projects as assigned. Creates social media, talking points, and other communications materials such as videos that support and convey the mission of the CDE and priorities of the Superintendent of Public Instruction.

Relative % of Time Required: 10	☐ Essential Function	☐ Non-Essential Function

Duties Performed

Works on internal and external communications, including the CDE Today newsletter, helping to keep local educational agencies and CDE staff aware of initiatives and projects of the CDE and the Superintendent of Public Instruction. May prepare content for website and other publications produced by the CDE.

Relative % of Time Required: 5	☐ Essential Function	☐ Non-Essential Function

Duties Performed

Monitors, collects, and evaluates news coverage of education and related issues by print, online, and broadcast outlets and among education stakeholders through social media networks.

Relative % of Time Required: 5	☐ Essential Function	☐ Non-Essential Function

Duties Performed

Collects, reviews, and analyzes education material regarding policy and other educational initiatives undertaken by the Superintendent and the CDE for purposes of providing information to the public and media representatives.

Relative % of Time Required:	☐ Essential Function	☐ Non-Essential Function

Duties Performed

SPECIAL/ADDITIONAL REQUIREMENTS AND DESIRABLE QUALIFICATIONS

Have strong writing, editing, researching, and listening skills, as well an ability to create multimedia.
Be able to meet tight deadlines in a fast-paced environment.
Show good judgment and work independently as well as collaboratively with the team.
• Be comfortable working with journalists and policy experts.
• Be flexible.
• Be a team player.

PERSONAL CONTACTS

Incumbent will interact with internal and external partners, including other members of the CDE Executive Team (Deputies and Directors) as well as other program staff at CDE. External partners include media representatives, local educational agencies--county offices of education, county and district superintendents, charter school administrators, school principals, local public information officers, the Legislature,and education partners/associations.

EMPLOYEE ACKNOWLEDGEMENT

I have read and understand the duties and requirements listed above, and I am able to perform these duties with or without an accommodation. (If you believe an accommodation may be necessary, or if unsure of a need for an accommodation, inform the hiring supervisor or the Accommodations Coordinator at Accommodations@cde.ca.gov.)

EMPLOYEE NAME	EMPLOYEE SIGNATURE	DATE

MANAGER/SUPERVISOR ACKNOWLEDGEMENT

I certify this duty statement represents a current and accurate description of the essential functions of the position. I have discussed the duties of this position with the employee and provided the employee a copy of this duty statement.

MANAGER/SUPERVISOR NAME	MANAGER/SUPERVISOR SIGNATURE	DATE

HRD C&P ANALYST	HRD APPROVAL DATE	EFFECTIVE DATE	DATE UPLOADED

This form will be kept in the employee's Official Personnel File.

Original - Classifications & Pay Office

Copies - Employee and Supervisor