

DUTY STATEMENT

BRANCH ENTERPRISE OPERATIONS SERVICES		POSITION NUMBER (Agency – Unit – Class – Serial) 368-695-5601-003			<input type="checkbox"/> CURRENT <input checked="" type="checkbox"/> PROPOSED	
SECTION External Affairs & Communications		CLASSIFICATION TITLE Information Officer I (Specialist)				
PROGRAM (If applicable) N/A		WORKING TITLE Communications and Outreach Officer				
REGIONAL HUB Sacramento		COI Yes	WWG 2	CBID R01	TENURE P	TIME BASE FT
WORK SCHEDULE M-F 8am-5pm	SUPERVISION EXERCISED Choose an item.	SPECIFIC LOCATION ASSIGNED TO 1400 10th Street, Sacramento, CA 95814				
INCUMBENT (If known)		EFFECTIVE DATE				
PRIMARY DOMAIN (IT positions only)		N/A				

AGENCY OVERVIEW

The Governor’s Office of Land Use and Climate Innovation (LCI) serves the Governor and his Cabinet as staff for long-range planning and research and constitutes the comprehensive state planning agency. LCI assists the Governor and the Administration in planning, research, policy development, and legislative analysis. LCI formulates long-range state goals and policies to address land use, climate change, population growth and distribution, urban expansion, infrastructure development, groundwater sustainability and drought response, and resource protection. LCI’s budget programs include the State Planning and Policy Development, the California Strategic Growth Council, and the California Racial Equity Commission. LCI is a fast-paced, creative work environment that requires staff to have strong collaboration skills, an ability to quickly respond to changing policy needs, and a positive attitude and sense of humor.

GENERAL STATEMENT

LCI’s Communications and External Affairs Branch oversees and manages all aspects of communications, including external and internal, media relations, social media, and web content development.

Under the direction of LCI’s Deputy Director of Communications and External Affairs, the Communications and Outreach Officer (Information Officer I) will support the Office, Council and Commission’s public outreach and engagement efforts. The incumbent will write and edit stories and content geared toward multiple platforms and audiences (social media, media, the public, interested parties ... etc.), support programs’ outreach and engagement related to communications, and assist with daily communications and projects, among other duties as needed.

This position requires strong and effective communication and editing skills; knowledge of media relations, including writing press releases; and experience with applicable communications software, writing styles and online platforms.

The position also requires working effectively with staff in the Communications and External Affairs Branch, LCI, the Governor’s Office and other employees, as well as the public, community-based organizations and other interested parties – including vulnerable communities - historically left out of the government policy process. The incumbent must maintain consistent and regular attendance to meet work commitments.

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% 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 addition sheet if necessary)</i>
100%	ESSENTIAL FUNCTIONS
35%	Writing and editing: Writes and edits content for various uses, including but not limited to press releases, newsletters, blog posts, program email communications, social media and reports. Develops entries for various reports summarizing events and event outcomes, comms involvement and media presence, if applicable. Edits and develops talking points and other comms-related documents for leadership or executive-level review. Effectively presents information and alternative solutions to comms problems/challenges, both orally and in writing. Prepares written documents using a variety of programs, such as Microsoft Word, Excel and PowerPoint.
35%	Outreach and engagement: Supports marketing, content creation, planning and logistics for events. Develops and/or edits educational and marketing materials, pamphlets, etc., and helps identify interested parties and partnership opportunities to support the Office in connecting with the public and other external parties. Attends events when needed to make connections, support staff and capture multimedia to share publicly. Helps ensure staff has tabling and other event materials. Builds relationships with other communicators in the land-use and climate-innovation space. Offers timely responses to both internal and external interested parties.
25%	Process documentation and improvement/contract management: Develops, documents and proposes changes to processes and procedures related to outreach and engagement from a communications perspective. Assists in handling and evaluating our outreach contracting regarding, but not limited to, language access and translation, software, and consulting contracts. Identifies gaps in knowledge/resources, tools and best practices that need to be addressed, along with key training opportunities. Contributes to guidance to develop coordinated, efficient and effective communications between programs.
	MARGINAL FUNCTIONS
5%	Perform other job-related duties as required.

KNOWLEDGE AND ABILITIES

Knowledge of: Techniques of preparing, producing and disseminating information, utilizing all major media of communication; principles and techniques of establishing and maintaining good relations with news media and other public groups; best practices for outreach and engagement with grantees and other interested parties; and California State Government and principles of public administration.

Ability to: Support staff in communications, outreach and engagement; write and edit informational materials; speak effectively; work well with a diverse team.

DESIRABLE QUALIFICATIONS:

- Experience with Associated Press Style editing.
- Experience supporting communications, outreach and engagement with diverse communities.
- Ability to maintain and foster relationships with leaders in the state and community spaces, along with reporters.
- Exceptional written and verbal communication skills.
- Strong organizational, time-management, and project management skills to prioritize workload and manage

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- multiple projects with short- and long-term deliverables.
- Ability to work independently.
- Ability to adapt communications methods to effectively reach a variety of audiences and leverage different forums.
- Strong judgment when evaluating communications opportunities and identifying potential pitfalls.
- Climate change and/or land use policy knowledge and experience is preferred but not required.
- Experience with media and outreach software such as Cision One, Constant Contact, Canva, Adobe and Microsoft Suite.
- Bilingual preferred but not required.

SPECIAL PERSONAL REQUIREMENTS: A skilled and proactive communicator who demonstrates commitment to quality of work and effectively reaching out all Californians.

SPECIAL PHYSICAL CHARACTERISTICS: Persons appointed to this position must be reasonably expected to exert up to 10 lbs. of force occasionally and/or a negligible amount of force frequently or constantly to lift, carry, push, pull or otherwise move objects with or without reasonable accommodation. Involves sitting most of the time but may involve walking or standing for brief periods of time. Occasional/overnight travel - up to 20% may be required.

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.

SUPERVISOR'S STATEMENT: *I HAVE DISCUSSED THE DUTIES OF THE POSITION WITH THE EMPLOYEE AND HAVE PROVIDED A COPY OF THE DUTY STATEMENT TO THE EMPLOYEE.*

SUPERVISOR'S NAME (Print)	SUPERVISOR'S SIGNATURE	DATE
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EMPLOYEE'S STATEMENT: *I HAVE READ AND UNDERSTAND THE DUTIES LISTED ABOVE AND CAN PERFORM THESE DUTIES WITH OR WITHOUT REASONABLE ACCOMMODATION. (IF YOU BELIEVE REASONABLE ACCOMMODATION IS NECESSARY, DISCUSS YOUR CONCERNS WITH YOUR HIRING SUPERVISOR. IF UNSURE OF A NEED FOR REASONABLE ACCOMMODATION, INFORM YOUR HIRING SUPERVISOR, WHO WILL DISCUSS YOUR CONCERNS WITH HUMAN RESOURCES OFFICE).*

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