

DUTY STATEMENT



CURRENT
 PROPOSED

CIVIL SERVICE CLASSIFICATION Information Officer I (Specialist)		WORKING TITLE Public Information Officer I		
PROGRAM NAME Office of the Director		UNIT NAME Office of Communication and Media Relations		
ASSIGNED SPECIFIC LOCATION Sacramento		POSITION NUMBER 400 – 139-5601-110		
BARGAINING UNIT R01	WORK WEEK GROUP 02	BILINGUAL POSITION No	CONFLICT OF INTEREST FILER Yes	BACKGROUND CHECK No

General Statement

Under the direction of the Information Officer II Supervisor (IO II Supervisor), the Information Officer (IO I) responds to media inquiries, facilitates media-related Public Records Act requests, and assists in preparing subject matter experts for media interviews. The IO I will, in collaboration with other Office of Communications and Media Relations (COMMS) team members, make recommendations to the IO II Supervisor and COMMS leadership on how to improve the department's communications to ensure equity-embedded messaging. The IO I will also be relied upon to take an active role in press and outreach events across the state.

Candidates must be able to perform the following essential functions with or without reasonable accommodations.

Percentage of Time Spent	Duties Essential Job Functions
40%	Responds to media inquiries in assigned areas of responsibility. Researches and gathers information to fulfill media requests using the media inquiry template, which includes consulting with program managers, subject matter experts and staff to verify responsive information. Assists in scheduling and preparing subject matter experts for media interviews. Analyzes media inquiries, then advises the IO II supervisor and Communications Office and Media Relations (COMMS) leadership of developing or potentially sensitive situations involving the department. Meets with executive staff to advise on sensitive media issues. Serves as a media spokesperson as delegated by leadership, cultivates media relations, and pitches departmental programs to generate media interest. Responds to Public Records Act (PRA) requests initiated by the media, assisting with coordination, tracking and fulfillment of these requests. Drafts, reviews and edits press releases, advisories, newlines, talking points and other writing projects as assigned.
20%	Develops and produces videos and podcasts in multiple languages with the assistance of bilingual experts, and in partnership with the Office of External Affairs (OEA). Works with their COMMS and OEA colleagues, DIR subject matter experts and translation contractors to develop multilingual content, ensuring that it is culturally competent to effectively communicate information in plain language to the target audiences. Gathers department valued news and social media activity and content generated as a result of departmental activities, news releases or other interactions with reporters. Works actively with the IO II and COMMS leadership to

DUTY STATEMENT



	address and correct inaccurate news stories or social media posts on multiple platforms.
15%	Responds to daily difficult and complicated inquiries from the public by telephone or those sent to email accounts within the COMMS authority: DIRInfo, Communications and any others as assigned. Serves as Officer on Duty as assigned by supervisor. Prepares and disseminates news clips, completes Daily Wrap Up and Media Activity reports, documents activity and approved responses in Asana to ensure new and ongoing media inquiries and media-related PRAs are tracked, processed and recorded appropriately. Prepares and disseminates other reports as assigned.
10%	Develops and updates tools such as templates, tracking documents, and the organization of keyCOMMS systems to keep them current. Updates internal COMMS documents regularly to reflect planned activities and assignments, such as the team's COMMSync document and other planning information. Assists with compiling DIR's Week Ahead report for assigned areas of responsibility. Develops and maintains COMMS projects and tasks in Asana management system, and other administrative duties, such as contracting and procurement or similar duties, as assigned.
10%	Coordinates, plans and implements special departmental events including news conferences, seminars, forums and outreach events in collaboration with OEA staff. Coordinates logistics with other agencies as needed. Serves as DIR representative at public events as needed, and records events for documentation and promotion purposes.
Percentage of Time Spent	Marginal Job Functions
5%	Attends departmental meetings and training, and performs other job-related tasks as needed to accomplish the job functions.

Conduct, Attendance, and Performance Expectations

The IO I is required to maintain consistent and regular attendance as determined by business needs; communicate effectively in dealing with the public and/or other employees; develop and maintain knowledge and skills related to methodologies, materials, tools, and equipment; complete assignments in a timely and efficient manner; and adhere to departmental policies and procedures. Must be regularly available and willing to work the hours the Department determines are necessary to meet its business needs.

Supervision Received

The IO I reports directly to the IO II Supervisor. The IO I may also receive assignments from the Communications and Media Relations Deputy Director and Information Officer III Assistant Deputy Director.

Supervision Exercised

N/A

Work Environment, Special Requirements/Other Information, Physical Abilities, Additional Requirements/Expectations, and Personal Contacts

Work Environment

DUTY STATEMENT



This position requires travel within the state (10%-20%).

The IO I is expected to maintain a hybrid work schedule with a minimum of two days per week in the office based on operational needs and in accordance with the State's and DIR's telework policy. While at their base of operation, the incumbent will work in a climate-controlled office under artificial lighting. The employee will be required to travel outside of their workstation to make periodic visits for departmental events and to perform other general tasks.

Special Requirements/Other Information

N/A

Physical Abilities

The IO I remains in a stationary position most of the time, to work at a computer for extended periods of time, and to move and transport office items in a safe manner.

Additional Requirements/Expectations

The IO I must handle sensitive and confidential materials and matters professionally. The IO I must demonstrate the ability to establish and maintain cooperative working relationships with staff at all levels both within and outside of DIR to complete work assignments. The IO I must demonstrate the ability to use the internet, email, desktop applications and presentation software to complete assignments. The IO I is required to be responsiveness to the public, media and attendance of public meetings outside of normal business hours. All employees are responsible for contributing to an inclusive, safe and secure work environment that values embedded equity, diverse cultures, perspectives, and experiences, and is free from discrimination.

Personal Contacts

The IO I has personal contact with employees at all levels of DIR, members of the public, business professionals, representatives of the media, and government and local agency officials.

Employee Acknowledgment

I have read and understand the duties listed above and certify that I possess essential personal qualifications including integrity, initiative, dependability, good judgment, and ability to work cooperatively with others; and a state of health consistent with the ability to perform these assigned duties as described above with or without reasonable accommodation. If you believe a reasonable accommodation is necessary, discuss your concerns with the hiring supervisor. If unsure of a need for a reasonable accommodation, inform the hiring supervisor who will discuss your concerns with the Medical Management Unit in the Human Resources Office.

Employee Name

Employee Signature

Employee Sign Date

Supervisor Acknowledgment

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

DUTY STATEMENT



Supervisor Name

Supervisor Signature

Supervisor Sign Date

HUMAN RESOURCES OFFICE APPROVAL

C&S Analyst Initials

Approval Date