

POSITION DUTY STATEMENT

DOT PM-0924 (REV 01/2025)

CLASSIFICATION TITLE Information Officer II	OFFICE/BRANCH/SECTION District 9/ Division of Administration	
WORKING TITLE Manager, Public and Media Affairs	POSITION NUMBER 909-001-5595-001	REVISION DATE 11/10/2025

As a valued member of the Caltrans team, you make it possible to improve lives and communities through transportation.

GENERAL STATEMENT:

Under the general direction of the Deputy District Director of Administration, a Staff Services Manager III, this position is the working-level supervisor for the Office of Public and Media Affairs. The incumbent is responsible for the supervision and oversight of activities related to Maintenance Customer Service Liaison (CSL), workforce development, EEO, Title VI for District 9. The Information Officer II must demonstrate a positive attitude and a commitment to providing accurate, timely, and high level customer service to all internal and external customers, while maintaining complete confidentiality.

CORE COMPETENCIES:

As an Information Officer II, the incumbent is expected to become proficient in the following competencies as described below in order to successfully perform the essential functions of the job, while adhering to and promoting the Department's Mission, Vision, Values, Strategic Imperatives and Goals. Effective development of the identified Core Competencies fosters the advancement of the following Leadership Competencies: Change Commitment, Risk Appetite, Self-Development/Growth, Conflict Management, Relationship Building, Organizational Awareness, Communication, Strategic Perspective, and Results Driven.

- **Creativity and Innovation:** Thinks beyond the confines of traditional models to recognize opportunities, seek creative solutions and take intelligent risks. (Employee Excellence - Innovation)
- **Decision Making:** Makes critical and timely decisions. Takes charge. Supports appropriate risk. Makes challenging and appropriate decisions. (Safety, Prosperity, Employee Excellence - Collaboration, Equity, Innovation, Integrity, People First, Pride, Stewardship)
- **Ethics and Integrity:** Demonstrated concern to be perceived as responsible, reliable, and trustworthy. Respects the confidentiality of information or concern shared by others. Honest and forthright. Conforms to accepted standards of conduct. (Equity - Equity)
- **Problem-solving and Decision-making :** Identifies problems and uses logical analysis to find information, understand causes, and evaluate and select or recommend best possible courses of action. (Prosperity - Collaboration, Innovation, Integrity)
- **Teamwork and Collaboration:** Sets team structure. Organizes, leads, and facilitates team activities. Promotes team cooperation and encourages participation. Capable of cross functionality and working well with others on a team to achieve personal goals, team goals, and organizational goals. Takes responsibility for individual actions in order to achieve consistent results. (Prosperity, Employee Excellence - People First, Stewardship)
- **Organizational Awareness:** Contributes to the organization by understanding and aligning actions with the organization's strategic plan, including the mission, vision, goals, core functions, and values. (Safety - Collaboration, Innovation, Pride)
- **Communication:** Expresses oneself clearly in all forms of communication. Gives feedback and is receptive to feedback received. Knows that listening is essential. Keeps others in the Division and other functional units informed as appropriate. (Prosperity, Employee Excellence - People First, Pride, Stewardship)
- **Workforce Management:** Hires and retains appropriate staff. Conducts workforce and succession planning. Provides feedback on performance. Addresses employee issues in a timely manner. (Equity, Employee Excellence - Collaboration, Equity, Integrity)
- **Managing Performance:** Responsible for employee performance, setting clear goals and expectations, tracking progress against departmental and unit goals, providing feedback, and addressing performance issues promptly. (Prosperity, Employee Excellence - Collaboration, Equity, Innovation)

TYPICAL DUTIES:

Percentage Essential (E)/Marginal (M)¹ Job Description

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40%	E	The Manager, Public and Media Affairs, directly supervises the district's Public Information Officers responsible for providing information to internal and external partners related to departmental transportation initiatives and programs and traffic and roadway conditions. As a working supervisor, the incumbent directly supervises the work of staff and follows the department's performance management process to ensure that staff are completing assigned work. The incumbent serves as the district's spokesperson responding to media and public inquiries related to departmental and district transportation programs and activities. Responsible for planning, organizing, and delivering media events, news conferences, videos, and publications on a variety of issues. Responsible for hosting and attending public and community-based meetings, overseeing project events (i.e., ribbon cuttings, groundbreaking ceremonies, etc.), setting up and leading press conferences and informing local communities about planned transportation projects using social media platforms and public outreach programs. The incumbent works closely with the Headquarters Public and Media Affairs management to ensure that district staff follow departmental guidelines, policies, and procedures related to disseminating information and representing the department on transportation programs and initiatives. Writes press releases and articles for internal and external publication, news reports, and technical journals, and prepares in-house newsletters. The incumbent promotes equity and equitable benefits available to stakeholders, local business and residents, and the public regarding departmental and district outreach campaigns.
35%	E	The Manager, Public and Media Affairs, is responsible for advising the district management on public relations aspects of proposed actions, public contracts, and media issues, including preparing speeches and talking points. The incumbent analyzes and determines the news value and affect on district operations. Incumbent develops appropriate action plans to promote or mitigate issues presented. Coordinates status reports and updates from district functional units to apprise the District Director of potentially sensitive and/or political issues. Advises appropriate functional unit or Deputy District Director of appropriate responses from the district to ensure conformance with district and/or statewide position and policy. Responsible for responding to media and public inquiries regarding Caltrans public outreach programs and activities, and educating the public on departmental safety programs and outreach campaigns. The incumbent is responsible for submitting "red flag" notices so that the district and HQ are aware of transportation activities that may have a negative impact on the department, district, external stakeholders, and the motoring public.
20%	E	The Manager, Public and Media Affairs, is responsible for overseeing Public Records Requests received in the district, and ensuring that guidelines and procedures are followed to ensure timely responses. The incumbent oversees and supervises the media staff responsible for handling photography, audio/visual, video production, graphics, and design for the district and maintaining the District 9 external website. Coordinates and attends meetings to provide information and status updates related to projects impacting the public, including elected officials, external transportation and safety agencies, school districts, emergency responders, businesses, trucking industry, and city, county and state officials. Directs staff to monitor, respond, and resolve Customer Service Requests (CSRs) received from the motoring and general public related to highway and road conditions. Staff work directly with the Division of Maintenance, and all other divisions for non-Maintenance requests, to ensure timely resolution of all requests.
5%	M	Participate in discussions and solution analysis, providing input on recommendations affecting the entire District Administration Unit, with particular emphasis on the functions under your responsibility. Review statistics, maintain records and create reports for District management as requested, make recommendations regarding workforce development, Equal Employment Opportunity, Title VI, and other areas of responsibility in achieving departmental policies and goals.

¹ESSENTIAL FUNCTIONS are the core duties of the position that cannot be reassigned.

MARGINAL FUNCTIONS are the minor tasks of the position that can be assigned to others.

SUPERVISION OR GUIDANCE EXERCISED OVER OTHERS

Directly supervises Information Officer I, Associate Governmental Program Analysts / Staff Services Analysts; and may provide supervision over other associate and/or entry level analysts and administrative staff as needed.

KNOWLEDGE, ABILITIES, AND ANALYTICAL REQUIREMENTS

Knowledge of methods used to determine needs for public information and education; techniques of preparing, producing, and disseminating information, utilizing all major media of communication; principles and techniques of establishing and maintaining good public relations; principles, practices, and trends of public administration; principles and practices of employee supervision, development, and training, including a supervisor's role in relation to equal employment opportunity, equity, health and safety, and labor relations programs; formal and informal aspects of the legislative process; the department's mission, vision, and

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strategic goals, and how the district's goals align with the department; thorough knowledge and understanding of developing effective partnerships and implementing strategic communication plans; thorough knowledge of departmental directives and policies; governmental functions and organization at the State and local level; performance measure development and assessment; and the laws, rules, and policies of the State of California related to effective program management. Ability to write effectively; supervise the work of an information staff; stimulate interest in the agency's programs and secure the cooperation of diverse groups; reason logically and creatively and utilize a variety of analytical techniques to resolve complex governmental and managerial problems; develop and evaluate alternatives; analyze data and present ideas and information clearly and effectively both orally and in writing; consult with and advise administrators or other interested parties on a wide variety of subject-matter areas; gain and maintain the confidence and cooperation of those contacted during the course of work; review and edit written reports, utilize interdisciplinary teams effectively in the conduct of studies; manage a complex Staff Services program; establish and maintain project priorities; develop and effectively utilize all available resources; develop, monitor, maintain, and improve standards for excellent customer service to internal and external partners; and effectively contribute to the department's equal employment opportunity and equity goals and objectives.

RESPONSIBILITY FOR DECISIONS AND CONSEQUENCES OF ERROR

The incumbent is responsible for making decisions and developing and implementing solutions and alternatives affecting the dissemination of information from the Office of Public and Media Affairs. The incumbent is expected to ensure that all staff are fully trained, follow departmental policies and procedures, skilled in the areas of effective customer service and completed staff work, make sound decisions, and provides guidance to staff in the execution of their duties. Poor decisions could result in ineffective decisions and solutions for the district and/or department that are inconsistent with local, state, and federal rules and regulations; loss of an employee's time, benefits, and/or compensation; compromise the district's position in legal claims and/or lawsuits, and damage the district's credibility with internal and external partners. The incumbent is responsible for complying with the Information Practices Act (IPA) by protecting departmental employee's confidential information, including but not limited to, social security numbers, medical or employment history, education, financial transactions, or similar information. Failure to protect departmental employees' confidential information may damage the department's reputation as a secure and confidential organization, may result in employee grievances or lawsuits, and, pursuant to California Civil Code section 1798.55, could result in disciplinary action, including termination of employment.

PUBLIC AND INTERNAL CONTACTS

The Manager, Public and Media Affairs, independently communicates with all levels of departmental staff, including but not limited to: employees, supervisors, managers, and executive-level staff at the district and Headquarters level. Additionally, the incumbent will develop and maintain good working relationships and deliver quality customer service to the general public, governmental representatives and organizations, stakeholder groups, and businesses.

PHYSICAL, MENTAL, AND EMOTIONAL REQUIREMENTS

The incumbent must be able to use a computer and various computer programs in the day-to-day execution of job duties, and sit for prolonged periods of time. Must have the ability to organize and prioritize workloads under extreme deadline situations. Must be able to develop and maintain cooperative working relationships with all levels of staff and provide quality customer service to all internal and external customers. Must be open to change and new, creative, and innovative methods of completing work, and be able to adapt behavior and work methods in response to new information, changing conditions or unexpected challenges. Must be willing to create and support a work environment that encourages creative thinking and innovation. Must be able to sustain mental activity required for problem solving, analysis and reasoning, and perform completed staff work. Must be able to recognize emotionally charged issues, problems, or difficult situations and respond appropriately, tactfully, professionally, and maintain complete confidentiality. Must understand the importance of excellent customer service and be willing to develop excellent partnerships with employees, supervisors, managers, and executive level staff. Must be able to work independently, use good judgment, and make sound decisions, and be willing to travel as necessary to other work locations within district boundaries, other district office locations, Headquarters, and local or regional community meetings/events, which may require working outside regular work hours.

WORK ENVIRONMENT

While at the base of operation, the incumbent will work in a climate-controlled office with natural and artificial lighting, and may experience periodic episodes with office temperature, as the result of fluctuating building temperatures. Incumbent may also be required to travel to and from field office locations throughout the district, including other district office locations, headquarters, and throughout the state. As part of routine job duties and oversight of the district's external affairs program, may be required to work outdoors where s/he may be exposed to dirt, noise, uneven surfaces, and/or extreme cold or heat. Possession of a valid driver's license is required when operating a state-owned vehicle. This position may be eligible for telework. The amount of telework is at the discretion of the Department and based on Caltrans' current telework policy. While Caltrans supports telework, in-person attendance may be required based on operational needs. Employees are expected to be able to report to their worksite with minimal notification if an urgent need arises. Employees may be required to conduct business travel on behalf of the Department or commute to the assigned Headquarters location. Business travel reimbursements consider an employee's designated Headquarters location, primary residence, and may be subject to California Department of Human Resources regulations or applicable bargaining unit contract provisions. All commute expenses to the Headquarters location will be the responsibility of the employee.

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I have read, understand and can perform the duties listed above. (If you believe you may require reasonable accommodation, please discuss this with your hiring supervisor. If you are unsure whether you require reasonable accommodation, inform the hiring supervisor who will discuss your concerns with the Reasonable Accommodation Coordinator.)

I agree that by providing my electronic signature for this form, I agree to conduct business transactions by electronic means and that my electronic signature is the legal binding equivalent to my handwritten signature. I hereby agree that my electronic signature represents my execution or authentication of this form, and my intent to be bound by it.

EMPLOYEE (Print)

EMPLOYEE (Signature)

DATE

I have discussed the duties with, and provided a copy of this duty statement to the employee named above.

SUPERVISOR (Print)

SUPERVISOR (Signature)

DATE