

POSITION DUTY STATEMENT

DFPI-HR0 203 (Rev. 08-21)



NAME Vacant	EFFECTIVE DATE
CLASSIFICATION TITLE Information Officer II	POSITION NUMBER 410-104-5595-104
WORKING TITLE Media Relations Manager	DIVISION/OFFICE/UNIT/SECTION Office of Public Affairs
BARGAINING UNIT S01	GEOGRAPHIC LOCATION Sacramento

General Statement: Under the administrative direction of the Deputy Commissioner of Public Affairs, the incumbent serves as a lead Information Officer for the California Department of Financial Protection and Innovation (DFPI). The incumbent is responsible for the development and implementation of the department's comprehensive media relations program. Primary responsibilities include the creation of media relations strategies and materials to help educate California journalists about DFPI through various channels of media consumed by California residents, industry stakeholders, interest groups, etc. Duties include, but are not limited to, the following:

A. Specific Assignments

45% (E) Communication and Engagement

Develops and implements a proactive media-relations program to educate journalists on programs and activities consistent with the DFPI mission.

Provides recommendations and consultation to the department's Commissioner, Chief Deputy Commissioner, Executive staff and to the Deputy Commissioner of Public Affairs, on the media relations impact of departmental programs and policies, and helps develop strategies to enhance relations with the press.

Develops, writes, edits, and oversees distribution of media advisories, press releases, public statements, and other informational documents to facilitate dissemination of DFPI messaging. Supports and serves as back-up to the spokesperson for the department on all press issues related to the DFPI program.

Stays abreast of important departmental developments that might result in news coverage and plays a critical crisis communications role in a major emergency.

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Manages media coverage and events, including scheduling press conferences and events, and assisting with reporters' queries and follow-ups. This includes arranging and coordinating press interviews and press conferences for executive leadership.

Collaborates and coordinates with the Office of Public Affairs (OPA) staff and DFPI subject-matter experts in the planning of media-relations programming to ensure the best media and public responses and actions.

35% (E) Monitoring and Liaison

Closely monitors mainstream and trade media as needed to produce, disseminate, and archive news clips.

Creates and manages robust databases of statewide journalists, spokespersons, and stakeholders related to DFPI's mission.

Works with program staff to maintain and share updated information for the DFPI Agency and other state agencies.

Liaises with DFPI 's staff to help develop presentations to externally interested parties, including licensees, trade groups, consumer advocates, education and civic groups, and the Legislature.

Researches and provides communication collateral, written and visual, for DFPI's newsletters and other internal and external communication activities. This may include, but is not limited to, reports, factsheets, blogs, and other information for a variety of publications, broadcasts, and other communication channels, including an all-hands meeting.

15% (E) Guidance and Development

Identifies and assigns work priorities to subordinate staff. Provide guidance and direction to subordinate staff by evaluating work performed, coaching, mentoring, and identifying training opportunities for improved performance and job satisfaction.

Ensures staff performance evaluations, including probation reports, are prepared and discussed with staff in a timely and meaningful manner.

Assists with hiring staff for the OPA offices as required.

5% (M)

Performs special projects and other job-related duties as needed to fulfill DFPI's mission, vision, values, and goals within the scope of the classification.

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B. Supervision Received

The Information Officer II reports directly to and receives the majority of assignments from the Deputy Commissioner of the Office of Public Affairs. However, direction and assignments may also come from the Deputy Commissioner of External Affairs.

C. Supervision Exercised

The Information Officer II directly supervises subordinate Information Officer I Specialists, analytical and/or clerical staff.

D. Administrative Responsibility

This position is responsible for managing the media relations work relating to OPA programs. It is responsible for ensuring that contracts and administrative duties associated with these programs are adhered to. The position also ensures adherence to laws, rules, policies, and procedures for civil service employees, and specifically to employees of DFPI.

E. Personal Contacts

This position will interact with members of the media, members of the public, DFPI Executive staff, employees of DFPI, and other state government agencies, including Agency (the Business, Consumer Services, and Housing Agency. In addition, the incumbent will interact with contracted vendors.

F. Actions and Consequences

Consequences of not performing job duties adequately include, but are not limited to, a reduction of public opinion/reputation regarding the DFPI. The impact of an error could lead to misinformation and confusion among the public.

G. Functional Requirements

The incumbent works 40 hours per week in an office setting, with artificial light and temperature control. The use of a personal computer, telephone, and printer is essential to the duties of this position. The position requires bending and stooping to retrieve files, sitting and standing consistently with office work, and light lifting of no more than 25 lbs.

Occasional extended work hours and overnight travel to participate in media events and to meet with journalists is required. Infrequent work on weekends or holidays is required. The incumbent may be required to travel throughout the state by various methods of transportation, both locally and out-of-town, for work-related activities.

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H. Other Information

The Office of Public Affairs is a fast-paced, busy unit with changing priorities. The incumbent must possess the ability to work independently as well part of a team , and have good interpersonal, written, and verbal communication skills. The incumbent’s ability to demonstrate critical thinking, follow directions, take initiative, assume responsibility, and exercise good judgment and tact is critical. The incumbent will be required to manage time and resources effectively.

I have read and understand the duties listed above and I can perform these duties with or without reasonable accommodation. (If you believe reasonable accommodation is necessary, discuss your concerns with the hiring supervisor. If unsure of a need for reasonable accommodation, inform the hiring supervisor, who will discuss your concerns with the Health & Safety analyst.)

Employee Signature

Date

Employee’s Printed Name, Classification

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

Supervisor Signature

Date

Supervisor’s Printed Name, Classification