

CALIFORNIA DEPARTMENT OF CORRECTIONS AND REHABILITATION
POSITION DUTY STATEMENT
 PROPOSED

 CURRENT

CDCR INSTITUTION OR HEADQUARTERS PROGRAM Office of Public and Employee Communications		POSITION NUMBER (Agency-Unit-Class-Serial) 065-150-7500-002			MCR / HCR 1	
DIVISION / UNIT Press Office		CLASSIFICATION TITLE Career Executive Assignment (CEA)				
		WORKING TITLE Deputy Press Secretary				
		TIME BASE / TENURE Full Time	CBID M01	WWG E	COI Yes <input checked="" type="checkbox"/> No <input type="checkbox"/>	
LOCATION Sacramento, CA		INCUMBENT			EFFECTIVE DATE	
CDCR'S MISSION and VISION						
<p>Mission To facilitate the successful reintegration of the individuals in our care back to their communities equipped with the tools to be drug-free, healthy, and employable members of society by providing education, treatment, rehabilitative, and restorative justice programs, all in a safe and humane environment.</p> <p>Vision We enhance public safety and promote successful community reintegration through education, treatment, and active participation in rehabilitative and restorative justice programs.</p>						
DIVISION OVERVIEW						
The California Department of Corrections and Rehabilitation's Office of Public and Employee Communications is responsible for planning, coordinating, and implementing the Department's communications with the news media, external stakeholders, and staff. The Press Office oversees all media outreach and articulates the Department's position on operations, policies, employees, offenders, programs, and issues. The Press Office manages crisis communications, solicits media coverage of departmental activities, serves as a liaison to the media, releases information to the public and facilitates media access to institutions, programs, employees, and offenders pursuant to state law and departmental policies.						
GENERAL STATEMENT						
Under general administrative direction of the Press Secretary, and the Assistant Secretary, the Deputy Press Secretary, assists in planning; organizing; and directing the activities of the Press Office within the Office of Public and Employee Communications at the California Department of Corrections and Rehabilitation (CDCR). Additionally, the Deputy Press Secretary serves a supervisory role to two Information Officer IIs, three Information Officer IIs, and the institutional Public Information Officers. In conjunction with the Press Secretary, the DPS, also serves as a spokesperson for CDCR on a wide range of the Department's correctional issues before statewide, national, and international media; acts as the lead information officer for public and media relations inquiries; and advises executive management on the formulation and implementation of departmental policies and programs, as well as the statewide impact.						
% 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.					
40%	Manages controversial and sensitive inquiries from the news media, legislative staff (in coordination with Office of Legislation), the public, and others with strong personal interests on a wide range of CDCR public interest topics throughout the State; plans, organizes, and coordinates departmental public information programs; schedules press conferences; develops and disseminates public press releases; and arranges interviews with the news media.					
20%	Conducts research required in response to media requests; composes and edits media briefing papers, talking points, speeches, news releases, media advisories, fact sheets, strategic responses; and reports. Prepares speeches before the public and various interest groups, as necessary.					
20%	Serves as a representative of Office of Public and Employee Communications on department workgroups/program change initiatives as required. Serves as lead on developing communications plans, talking points,					

	press releases, fact sheets, website content, outreach material and other required communication material to deliver the Department's message to various audiences/stakeholders.
10%	Travels as necessary to cover stories, attend news conferences, professional conferences, incidents, and other required off-site events.
5%	Plans, organizes, directs, and evaluates the work and performance of staff. This includes but is not limited to the following: Complies with state and federal laws, rules regulations, bargaining unit contracts, and policies in all personnel practices, including, but not limited to: hiring, employee development, and management. Recruits, hires, trains, develops, and provides leadership to a diverse staff. Monitors, evaluates, and creates written performance appraisals of staff. Counsels staff and initiates disciplinary actions as necessary. Identifies appropriate long-range plans and goals to address succession planning and knowledge transfer.
5%	Performs administrative duties including, but not limited to: adheres to Department policies, rules and procedures: submits administrative requests including leave, travel, and training in a timely and appropriate manner: accurately report time and submits time sheets by the due date.

SPECIAL PERSONAL CHARACTERISTICS

- Influence, change, and strengthen the community. Set an example each day through positive and pro-social role modeling, utilizing dynamic security concepts through observation and building rapport.
- Willingness to play a significant role in the collaborative efforts toward rehabilitation and public safety enhancement.
- Ability to facilitate conversations as a coach and mentor, engaging in a respectful and understanding manner.
- Ability to build trust, improve communication, and assist with the transformation of correctional culture.

SPECIAL REQUIREMENTS

CDCR does not recognize hostages for bargaining purposes. CDCR has a "NO HOSTAGE" policy, and all incarcerated people, visitors, non-employees, and employees shall be made aware of this.

CONSEQUENCE OF ERROR

Consequences of error may result in loss of time and could cause significant delays in program production. Such delays can result in inefficient use or misdirection of department resources resulting in the inability to meet efficiency and timeline goals, and varying degrees of negative financial impacts to the department.

To be reviewed and signed by the supervisor and employee:**EMPLOYEE'S STATEMENT:**

- *I HAVE DISCUSSED THE DUTIES AND RESPONSIBILITIES OF THE POSITION WITH MY SUPERVISOR AND RECEIVED A COPY OF THIS DUTY STATEMENT.*

EMPLOYEE'S NAME (Print)	EMPLOYEE'S SIGNATURE	DATE
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SUPERVISOR'S STATEMENT:

- *I CERTIFY THIS DUTY STATEMENT REFLECTS CURRENT AND AN ACCURATE DESCRIPTION OF THE ESSENTIAL FUNCTIONS OF THIS POSITION*
- *I HAVE DISCUSSED THE DUTIES AND RESPONSIBILITIES OF THE POSITION WITH THE EMPLOYEE AND PROVIDED THE EMPLOYEE A COPY OF THIS DUTY STATEMENT.*

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