

## JOB DESCRIPTION AND POSITION CLASSIFICATION

CLASSIFICATION <b>Information Officer II (Specialist)</b>		DWR POSITION NUMBER <b>0410-5595-002</b>	SAP POSITION NUMBER <b>50096434</b>	MCR <b>1</b>
APPOINTEE <b>Vacant</b>		SAP PERSONNEL NO. <b>TBD</b>	DIVISION/SECTION <b>Public Affairs Office/Comms and Outreach Branch</b>	
COLLECTIVE BARGAINING IDENTIFIER Management Related BU: <input type="checkbox"/> Supervisory Related BU: <input checked="" type="checkbox"/> <b>E48</b> Confidential Related BU: <input type="checkbox"/> Rank and File BU: _____				
RESPONSIBILITIES EXERCISED <input type="checkbox"/> Supervisory <input type="checkbox"/> Lead Person		IMMEDIATE SUPERVISOR (Print) <b>Akiela Moses</b>	SUPERVISOR'S CLASSIFICATION <b>Supervisor II</b>	
APPROVED BY (Personnel Analyst's Name) <b>Kimberly Balbuena</b>			DATE <b>4/14/26</b>	
<i>Percent of Time</i>	<i>Activity</i>			
	<p><b>POSITION SUMMARY</b></p> <p>Under administrative direction of the Supervisor II within the Public Affairs Office (PAO), Communications and Outreach Branch and in coordination with the Deputy Director for Statewide Water Resources Planning and Enterprise Project Management, who oversees the Division of Planning and the Office of Project Management, and climate action executives, the Information Officer II (Specialist) will serve as the communications lead for the department's climate resilience and adaptation efforts. The Deputy Director for Statewide Water Resources Planning and Enterprise Project Management's Division of Planning and the Office of Project Management, and climate action executives leads the development of the California Water Plan and other strategic initiatives that guide long-term investments in building statewide water resilience.</p> <p>The incumbent is responsible for developing and executing strategic communications and outreach to raise public awareness about the Department of Water Resources' (DWR) role in advancing the state's long-term water supply and climate resilience initiatives to protect water resources and respond proactively to climate change through measures such as sustainable water management, modernizing infrastructure, renewable energy, etc.</p> <p>The incumbent will serve as the PAO liaison with these groups to shape public understanding and foster collaboration around these efforts, providing overall strategic communication planning support.</p> <p>The incumbent will lead in the management of assigned projects and ensure that strategic communication planning and outreach remains current and relevant, and that communication plan milestones are completed timely, align with overall department messaging and quality standards, and support DWR's overall mission.</p>			
SUPERVISOR'S STATEMENT:		<b>I HAVE DISCUSSED THE DUTIES OF THE POSITION WITH THE EMPLOYEE.</b>		
SUPERVISOR'S NAME (Print) <b>Akiela Moses</b>		SUPERVISOR'S SIGNATURE ➤		DATE
EMPLOYEE'S STATEMENT:		<b>I HAVE DISCUSSED WITH MY SUPERVISOR THE DUTIES OF THE POSITION AND HAVE RECEIVED A COPY OF THE DUTY STATEMENT.</b>		
EMPLOYEE'S NAME (Print) <b>Vacant</b>		EMPLOYEE'S SIGNATURE ➤		DATE

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	<p><b>ESSENTIAL FUNCTIONS</b></p> <p>This position requires the incumbent to communicate complex technical information in plain language; be an exceptional and versatile writer and editor; possess strong communications skills; work effectively and cooperatively with the media, interested parties, and the general public; analyze situations and data accurately; work proactively and take independent action; make sound decisions; and maintain consistent and dependable attendance to meet work commitments.</p> <p>The incumbent will serve as the communication lead for long-term water supply planning, climate resilience/adaptation and renewable energy programs, and must possess excellent, proven experience in writing, editing, communication planning, and community and partner engagement. The specific duties include, but are not limited to the following:</p>		
<b>40%</b>	<p><b>MEDIA AND PUBLIC INFORMATION MESSAGING:</b></p> <p>Develop key messages/talking points to be consistently incorporated in all media interviews, presentations, digital content, social media, and print collateral. Serve as point person for questions and requests from news media reporters, identify appropriate interviewees, and serve as spokesperson, as needed. Conduct proactive outreach to media outlets with suggestions for news coverage related to DWR's climate resilience and adaptation activities. Coordinate and track DWR participation in meetings, workshops, and conferences. Vet requests for meetings and public speakers. Identify and train program advocates, both internal and external, to speak publicly about departmental priorities. Support subject matter experts when speaking and writing publicly about department priorities and operations.</p>		
<b>30%</b>	<p><b>COMMUNICATION/OUTREACH PLANNING AND IMPLEMENTATION:</b></p> <p>Assist in developing and maintaining a strategic communications and outreach plan in coordination with Division of Planning and the Office of Project Management leadership, climate action executives, and California Water Plan consultants with guidance from PAO. Identify external and internal resources needed to successfully implement communications and outreach plans. Monitor progress and measure impact of the plan and make adjustments as needed. Work closely with PAO's Graphic Design and Mapping, Photography, and Video Production and Audio-Visual Services sections on plan deliverables. Assist with public outreach tied to climate resilience/adaptation and renewable energy initiatives, including the California Water Plan, such as technical workshops, local/technical assistance, public scoping/comment meetings, etc. Work directly with climate action executives and project managers to ensure effective outreach. These duties may require travel throughout the State.</p>		
<b>20%</b>	<p><b>DIGITAL COMMUNICATION:</b></p> <p>Oversee creation and maintenance of the content for DWR's public-facing website(s), working closely with subject matter experts and pagemasters. Contribute social media content to PAO for posting on social media platforms including but not limited to Facebook, X (formerly Twitter), YouTube, and Instagram.</p>		

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<b>10%</b>	<p><b>OTHER DUTIES AS ASSIGNED:</b> Other duties, as assigned, include the review of Public Record Act (PRA) requests and responsive documents provided by program staff in order to meet PRA time-sensitive deadlines. May also support other Information Officers to cover assigned subject matter areas in their absence or to collaborate on special projects, events, or presentations. Incumbent may work with the Education and Outreach Services section during scheduled community events.</p> <p><b>KNOWLEDGE, SKILLS, AND ABILITIES</b> This position requires strong leadership skills, as well as project management, communication, marketing, and public outreach and engagement experience. Incumbent will also need the ability to forge partnerships with top department managers, external and internal collaborators, and cross-functional teams. Must be able to respond effectively to public comments and questions on issues involving strong personal interests and significant economic, political, and social implications. Must also be able to communicate clearly about a program that attracts ongoing attention and critical review from political bodies, interest groups, and the public, and that is frequently the subject of questions, misconceptions, and differing opinions.</p> <p><b>SPECIAL REQUIREMENTS</b> Must possess a valid California Class C driver's license as driving and travel is required. Occasional work outside of normal business hours and on weekends is required. All employees are responsible for contributing to an inclusive, safe, and secure work environment that values diverse culture, perspectives, and experiences, and is free from discrimination. The Department of Water Resources is committed to its mission and employees, and we are grounded in our commitment to public safety. Regular, consistent, and predictable attendance is essential to the successful performance in this position.</p> <p><b>OTHER RESPONSIBILITIES</b> This position provides necessary support to the Divisions of Flood Management, Safety of Dams, Operations and Maintenance, Engineering, and/or the Public Affairs Office during Governor-declared emergencies related to flood, dam, State Water Project, drought, and other incidents and emergencies. Additionally, this position may participate in emergency operations in the capacity of area teams, field inspection, coordination, and assist agencies such as Cal OES and FEMA in disaster work, including performing fieldwork to complete damage survey reports for droughts, flooding, earthquakes, and other emergencies. This position may also serve in one of the sections as established in the Incident Command System to assist the Department in performing its emergency preparedness, response, recovery, and mitigation functions. These functions are established in the California State Emergency Plan and the Department's Administrative Orders.</p>		