

POSITION DUTY STATEMENT

DOT PM-0924 (REV 01/2025)

CLASSIFICATION TITLE Information Officer I (Specialist)	OFFICE/BRANCH/SECTION Administration/Public & Legislative Affairs Branch	
WORKING TITLE Public Information Officer (PIO)	POSITION NUMBER 910-001-5601-XXX	REVISION DATE 01/28/2026

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 Public & Legislative Affairs Information Branch Manager (an Information Officer II), the Public Information Officer is required to possess excellent writing and speaking skills and the ability to think strategically, clearly communicate complicated topics in a manner understandable to the general public, create concise and well-written narratives to respond to media inquiries, and act as a Department spokesperson. The Public Information Officer Generalist must possess expert proficiency in drafting public-facing collateral, such as: press releases, media advisories and talking points vital to sharing the department's priorities with external parties. Additionally, the Specialist must exercise judgment in identifying negative and emergent media issues or inquiries and exhibit leadership in developing strategic and timely responses. The Specialist will research, plan, write, and edit a variety information materials to disseminate to stakeholders, the media, the public and Department staff about the Department's activities and objectives. The Specialist will be responsible for communicating the District's and Department's administrative policies to diverse internal and external audiences, while ensuring a coordinated message is conveyed. The Specialist will research information to prepare talking points and press releases and prepare and disseminate the information. The specialist will also strategically develop and pitch stories to the media favorable to the Department. Media inquiries will require the Specialist to respond in writing and on camera. Incumbent will manage a diverse workload, paying attention to detail, juggle multiple tasks and assignments. Punctual and regular attendance is required. Duties include but are not limited to the following:

CORE COMPETENCIES:

As an Information Officer I (Specialist), 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.

- **Flexibility and Managing Uncertainty** : Adjusts thinking and behavior in order to adapt to changes in the job and work environment. (Safety, Prosperity, Employee Excellence - Equity, Innovation, Integrity)
- **Decision Making**: Makes critical and timely decisions. Takes charge. Supports appropriate risk. Makes challenging and appropriate decisions. (Safety, Prosperity - Collaboration, Equity, Integrity)
- **Reliability**: Ability to demonstrate dependability in meeting commitments, and providing a consistent work product. Takes responsibility for individual actions in order to meet deadline demands. (Equity, Prosperity, Employee Excellence - Collaboration, Equity, Innovation, Integrity, People First, Stewardship)
- **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. (Safety, Employee Excellence - Collaboration, Innovation, Integrity, People First)
- **Teamwork/Partnership**: Develops, maintains, and strengthens partnerships with others inside or outside of the organization through effective communication and collaboration. (Equity, Prosperity - Collaboration, Equity, Innovation, Integrity, People First, Stewardship)
- **Customer Focus**: Considers, prioritizes, and takes action on the needs of both internal and external customers. (Safety, Equity - Collaboration, Equity, Integrity, People First, Pride, Stewardship)
- **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. (Safety, Equity, Employee Excellence - Collaboration, Integrity, People First)
- **Forward Thinking**: Anticipates the implications and consequences of situations and takes appropriate actions to be prepared for possible contingencies. Anticipates and prepares for future developments. (Equity, Prosperity, Employee Excellence - Collaboration, Innovation, Integrity, People First)
- **Diagnostic Information Gathering**: Identify information needed to clarify a situation, seeking that information from appropriate sources. (Safety, Equity, Employee Excellence - Collaboration, Equity, Innovation, Integrity)

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TYPICAL DUTIES:

Percentage	Essential (E)/Marginal (M) ¹	Job Description
40%	E	Serves as District spokesperson by responding to public, legislative and media inquiries regarding transportation projects, policies and issues by researching and compiling information from various sources. This includes responding to on-site locations during highway incidents to handle media (including, nights, weekends and after work hours); responding to telephone calls and in writing. Requires ability to perform live, on-camera interviews. Attends Project Development Team meetings, pre and ongoing construction meetings. The incumbent also uses a computer, prepares news releases, road information bulletins and other public informational materials for distribution through various media channels. Prepares written correspondence addressing concerns from the general public. Composes articles for internal and external publications, briefing papers, and technical journals. Creates and produces a wide variety of written materials, pamphlets, flyers and special event brochures for media presentations, public hearings, public information meetings, court exhibits, and various District and Departmental publications.
35%	E	Works with District and HQ staff as well as partnering agencies to ensure messaging aligns with the Department's mission, vision, and goals. Responsible for drafting various reports for the Chief of the Public & Legislative Affairs Branch for distribution to District Management, Headquarters and the California State Transportation Agency. These reports include, but are not limited to the Day Ahead Report, Week Ahead Report, the Month Ahead Report and various Legislative Reports.
15%	E	Provides backup support to the District Customer Service Liaison (CSL). Processes incoming Customer Service Requests (CSR) submitted electronically. Generates new CSRs in the electronic database as submitted by the public via phone, emails and walk-ins. Responsible for properly assigning, responding and closing out the CSRs in a timely manner as outlined by Department policy and procedures. Utilizing the phone, email and in-person contact, researches responses to CSRs and prepares appropriate responses to the customer. Utilizes the CSR database to provide reports to management on the status of incoming, completed and outstanding requests. Ensures proper documentation included during close out process.
10%	M	Acts as a backup in full capacity to other staff in the PIO branch. Member of the Office of Emergency Services (OES) response team and may be called upon to participate in drills in emergency situations. May be called upon to assist in other areas within Administration. May provide PIO and CPRA training to other divisions upon request.

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

The incumbent does not supervise staff.

KNOWLEDGE, ABILITIES, AND ANALYTICAL REQUIREMENTS

The incumbent must have knowledge of techniques for preparing, producing and disseminating information utilizing all major media communication channels; principles and techniques of establishing and maintaining good relations with news media and other public groups, and knowledge of local government operations, public event management and marketing. The incumbent must have knowledge of Caltrans' mission, vision, goals and Strategic Action Plan. Ability to comprehend state policies, practices and procedures. Must have a comprehensive knowledge of the Department's entire development and control process, including principles of public administration, organization and the legislative process. Requires knowledge or understanding of Equal Employment Opportunity and Title VI policies. Also requires multitasking and attention to detail to handle many diverse tasks and assignments.

Must possess the ability to write, edit, and prepare for publication or reproduction news releases, magazines articles, correspondence, booklets, brochures, pamphlets, magazines, reports, speeches, scripts for radio, television or motion pictures, and other informational material; speak effectively; assume responsibility for the administration of a public information program. Must be skilled at using proper grammar, spelling and punctuation.

Open communications is critical with District, other districts, Headquarters management and staff and advises on any public relations implications of proposed actions. The incumbent must be able to evaluate technical and procedural input from various sources to make objective recommendations on issues relating to this position. It is extremely important that the Information Officer I have the negotiating skills and the ability to gain and keep the confidence of others; to work well with others; handle politically sensitive issues discreetly, build consensus, and keep management aware of potential problem areas. Develop,

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establish and maintain good working relationships with management, internal staff, interdisciplinary team members, elected officials, the media, the general public and community organizations. Must be able to listen and respond appropriately to other team member's ideas, express disagreement constructively, delegate responsibility, and mentor others to develop their capabilities.

Must be able to participate in public relations activities after normal working hours. Requires the ability to travel independently and set up miscellaneous multimedia and miscellaneous equipment for presentations or events. Incumbent may be required to conduct live or tape radio or television interviews.

Be well-informed of department policies and priorities, and of external factors that may impact department policies and priorities in order to make decisions that have significant organizational impact.

Analyze facts, data and situations accurately, use a variety of problem-solving techniques, develop new and innovative ideas, recommend solutions for improvements, and adopt an effective course of action. Analyze and solve communication problems, including those dealing with public attitudes. Take intelligent risks and support others in taking intelligent risks, anticipate the implications and consequences of situations and decisions, and prepare for possible outcomes.

RESPONSIBILITY FOR DECISIONS AND CONSEQUENCES OF ERROR

As a representative of Caltrans, it is imperative that the Public Information Officer I maintain a professional demeanor and positive image of the Department. Knowledge of Caltrans policies and procedures, mission, vision, goals and principles is required. Errors in decisions or poor judgment can adversely affect project delivery, compliance with guidelines, regulations, and procedures, citizen concern, lawsuits against the State of California, poor public perception, external criticism and erroneous media reports, loss of credibility to the Department of Transportation relationships with its partners and stakeholders. In addition, could lead to loss of local, states, and federal funds and decreased District productivity. Communications errors or incomplete information could endanger and/or inconvenience the public, result in public concern, suits against the State, erroneous media reports, and/or negative image with the public and elected officials. Must be receptive to sudden change and apply initiative to incorporate changes and resolve problems with minimum disruption to the District.

PUBLIC AND INTERNAL CONTACTS

Extensive daily contact with the District staff, management, local and state agencies, law enforcement, elected officials, media, and the public is required. The quality of contacts made by this position can influence public attitudes toward the department. Incumbent must possess strong communication skills and be able to address concerns in a professional and timely manner. Incumbent may be required to conduct live or tape radio or television interviews.

PHYSICAL, MENTAL, AND EMOTIONAL REQUIREMENTS

This position requires the incumbent to be flexible and adaptable to changing policies, rules and regulations as it relates to public and media relations. The incumbent must be open to change and new information and have the ability to adapt behavior and work methods in response to new information, changing conditions or unexpected obstacles. Must be able to deal with tight deadlines. Must be able to complete assigned tasks/projects on time and within budget.

Must be able to develop and maintain cooperative working relationships with internal and external staff, management, other stakeholders.

Emotional stability is required under stress; appreciation of the need to inform and educate the public on various phases of the district's programs; Must be able to resolve emotionally charged issues reasonably and diplomatically. Must deal effectively with pressure, maintain focus and intensity, yet remains optimistic and persistent even under adversity. Must be able to consider and respond appropriately to the needs, feelings and capabilities of different people in different situations; is tactful and treats others with respect.

Required to work on extremely sensitive policy and press projects that require working unpredictably long hours. Required to work in emergency response, which may require travel and work hours and/or conditions during a public emergency. May need to respond to incidents within the District's eight counties at night, on the weekend or after work hours. Employee may also be exposed to a variety of hazardous and/ or unpleasant field conditions, traffic conditions including working next to high speed traffic, inclement weather conditions. Frequent travel is required throughout the eight counties of District 10 boundaries or infrequently statewide. Travel to Caltrans projects will be necessary. Requires the ability to travel independently and set up miscellaneous multimedia and miscellaneous equipment for presentations or events.

Ability to work on a keyboard and operate a computer. Employee may be required to lift and/or carry 40 lbs.

WORK ENVIRONMENT

Frequent travel is required throughout the eight counties of District 10 boundaries or infrequently statewide to visit project sites, and/or meet with stakeholders and partners. Possession of a valid driver's license is required. The incumbent will be exposed to computers, various lighting conditions, including but not limited to artificial lighting in a standard work cubicle in the office setting

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or at an approved telecommute location. Incumbent will be required to stand or sit for prolonged periods. However, due to periodic problems with the heating and air conditioning, the building temperature may fluctuate. Must be able to work at a keyboard and focus on complex tasks for long periods of time. Must be able to organize and prioritize large volumes of work documents. Overtime may be required, and vacations may be restricted during peak times and fiscal year-end closing. The work environment is fast-paced, busy and requires considerable flexibility in managing time, priorities, and assignments. It can be demanding and/or stressful.

This position may be eligible for telework. The amount of telework is at the discretion of the Department and based on Caltrans's evolving telework policy. Caltrans supports telework, recognizing that in-person attendance may be required based on operational needs. Employees are expected to be able to report to their worksites with minimum notification if an urgent need arises. The selected candidate will be required to commute to the headquarterd location as needed to meet operational needs. Business travel may be required, and reimbursement considers an employee's designated headquarterd location, primary residence, and may be subject to CalHR regulations or applicable bargaining unit contract provisions. All commute expenses to the headquarterd location will be the responsibility of the selected candidate.

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