



DUTY STATEMENT

EMPLOYEE		RPA # / JOB CONTROL # 26-085 / JC-518561	
POSITION NUMBER 040-130-5402-002	CLASSIFICATION Analyst III	WORKING TITLE Public Relations Specialist	
DIVISION External Affairs and Compliance	SECTION/UNIT Public Affairs and Outreach	CBID R01	WWG 2
WORK DAYS Monday through Friday	WORK HOURS Supervisor Discretion	TENURE Permanent	TIME BASE FT

CONFLICT OF INTEREST CLASSIFICATION

This position is designated under the Conflict of Interest Code and is responsible for making, or participating in the making, of governmental decisions that may potentially have a material effect on personal financial interests. The appointee is required to complete a Form 700 within 30 days of appointment. Failure to comply with the Conflict of Interest Code requirements may void the appointment.

Conflict of Interest Classification? Yes No

DEPARTMENT OVERVIEW

The California Victim Compensation Board (CalVCB) is a state program dedicated to provide financial assistance to victims of crime and help them restore their lives. At CalVCB, we work to reduce the impact of crime on victims' lives. We reimburse crime-related expenses, connect victims with services and support, and do all we can to inform and empower victims.

Our Mission: CalVCB is a trusted partner in providing restorative financial assistance to victims of crime.

Our Vision: CalVCB helps victims of crime restore their lives.

EMPLOYEE ACKNOWLEDGEMENT

I have read and understand the duties of this position and I certify that I possess essential personal qualifications including integrity, initiative, dependability, good judgment, and ability to work cooperatively with others; and a state of health consistent with the ability to perform the assigned duties as described above 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 Office of Civil Rights).

EMPLOYEE'S NAME (Print) Vacant	EMPLOYEE'S SIGNATURE	DATE
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SUPERVISOR ACKNOWLEDGEMENT

I certify this duty statement represents current and an accurate description of the essential job functions of this position. I have discussed the duties of this 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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GENERAL STATEMENT

Under general direction of the Supervisor II, the Analyst III supports CalVCB's complex statewide outreach activities by functioning as the Public Relations Specialist and provides direct support to the Executive Officer (EO) by making connections with stakeholders and identifying opportunities for CalVCB including participation and direction from the EO. The Analyst III will lead the planning and implementation of CalVCB's statewide outreach efforts to inform Californians about compensation available to victims and how to access services. The incumbent has major independence for decisions that could impact the Executive Officer's and CalVCB's reputation and may affect the credibility and public perception of the Department.

PERCENTAGE OF TIME SPENT**DUTIES**

%

ESSENTIAL JOB FUNCTIONS

40%

- Executive Public Affairs Advisor:** Initiate, coordinate, organize, and participate in Executive Officer (EO) and Executive team outreach and engagements.
- Build professional working relationships with oversight entities, stakeholders, advocates, and community liaisons on behalf of CalVCB's executive team. Leverage those relationships to develop and identify activities, events, and functions for CalVCB and the EO's participation including the organization of regional conferences and speaking engagement proposals.
 - Gather and research information to address questions or issues brought forward to the EO from the Government Operations Agency, the Victim Compensation Board, the Governor's Office, stakeholders, and others. Research and make recommendations on potential changes, communication strategies, or follow-up necessary to resolve complex issues.
 - Develop and manage correspondence from various stakeholders including the Governor's Office, Government Operations Agency, legislators, board members, providers and claimants in coordination with the EO. Monitor and track responses to ensure timely replies to date sensitive correspondence and prepare outgoing replies.
 - Provide consultation and assistance to the EO to prepare for upcoming meetings, commitments, deadlines, and appointments including agenda development, issue research, speech writing, strategies to ensure effective audience engagement, and other items necessary in accordance with CalVCB organizational goals and objectives.
 - Participate in meetings and special projects involving the EO including providing real-time support in meetings, developing written communications, coordinating with partners, summarizing next steps and following up as necessary.
 - Interact directly and professionally with local, state and national stakeholders to promote CalVCB, respond to inquiries, and coordinate the activities of the EO and other executive team members.
 - Assess travel needs and coordinate travel arrangements, establish, and maintain itinerary folders with all pertinent information needed by EO and executive staff. Prepare EO travel expense claims with accompanying receipts and materials in accordance with Accounting policy for submission.

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25%	<p>Outreach Unit Lead: Plan, coordinate, organize, and participate in statewide outreach activities.</p> <ul style="list-style-type: none"> • Serve as an informal lead of the Outreach Unit, providing day-to-day guidance, coaching, and subject matter expertise to outreach staff. • Mentor team members on best practices for community engagement, presentation delivery, and responses to complex questions and issues. • Develop an annual statewide outreach plan that evaluates internal and external data, including Department of Justice crime data and CalVCB application data, as well as Executive Office priorities to determine how to prioritize outreach efforts and spending. • Develop and coordinate outreach efforts including vetting opportunities, ensuring available staffing, evaluating effectiveness, and ensuring appropriate follow-up. Seek approval from Supervisor II as required. • Review CalVCB outreach materials to ensure they are accurate, relevant, and effective in coordination with program staff. • Assist the Outreach Unit with the presentation of information including assisting with responses to sensitive or complex questions. Ensure consistency in messaging across outreach team. • Oversee statewide outreach contact management to ensure accuracy, completeness, appropriate communications, and timely follow-up. • Make recommendations for improving CalVCB's outreach strategies including the collection of additional data.
25%	<p>Communication Support: Develop content for CalVCB's public affairs team and the organization, as directed.</p> <ul style="list-style-type: none"> • Assist with the research and development of digital and written content for newsletters, media responses, press releases, op-eds, fact sheets, the annual report, the website, social media, videos, PSAs, internal communications, and other materials including providing relevant background information for context. • Develop pitches and other materials to engage community organizations, associations, media and the public's interest. • Assist with maintaining and updating media contact databases, assist with media interviews, and facilitate article corrections as needed. • Review written materials to ensure they align with plain language principles, are at the appropriate reading level, follow CalVCB's Style Guide, and are translated as appropriate.
10%	<p>Assists with issue management and special projects:</p> <ul style="list-style-type: none"> • Works on complex special projects as assigned by the executive team. • Performs other job-related duties as directed.

DESIRABLE QUALIFICATIONS

- Excellent written and verbal communication skills.
- Ability to communicate in a clear and concise manner to obtain understanding.
- Ability to apply department writing and accessibility standards.
- Ability to support the professional development of others through knowledge sharing, feedback, and modeling best practices.
- Ability to provide informal coaching, mentoring, or guidance to peers or colleagues in a team setting.
- Ability to foster cooperative working relationships.
- Ability to remain flexible with competing priorities and effectively prioritize competing demands.
- Excellent organizational and time management skills.
- Excellent customer service skills.
- Strong analytical and problem-solving skills.

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- Advanced knowledge of communication practices and strategies including AP style and plain language principles.
- Ability to develop statistical data and evaluate results.
- Ability to apply and interpret policies, regulations, and laws.
- Ability to take and follow verbal or written direction from supervisors/managers.
- General knowledge of the victim compensation program to be able to establish program goals/objectives, identify/resolve program issues, etc.
- General knowledge of the formal and informal aspects of the legislative process.
- Advanced knowledge of the department's mission, goals and policies.
- Advanced knowledge of governmental functions and organization at the State and local level to maintain and foster a good working relationship with our clients.
- Effectively operate a computer using the following software programs: Microsoft Word, Excel, Outlook, Canva, and other relevant communication software.
- Ability to apply and interpret policies, regulations, and laws.
- Ability to take and follow verbal or written direction from supervisors/managers.

PERSONAL CHARACTERISTICS AND EXPECTATIONS

- Demonstrated ability to act independently and as a member of a team with open-mindedness, flexibility, and tact.
- Demonstrated ability to communicate clearly and effectively in writing, to engage in clear communications with all stakeholders and members of the media and to recognize and appropriately address sensitive topics.
- Ability to effectively handle stress and deadlines in a fast-paced work environment.
- Ability to problem-solve and use critical and creative thinking to effectively perform work.
- Display good interaction skills and the ability to deal professionally, congenially and in a personable manner with the public, other governmental entities, and staff at all levels.
- Communicate successfully in a diverse community as well as with individuals from varied backgrounds.
- Understand, follow and enforce all safety rules and procedures.
- Be supportive of management and coworkers.
- Maintain the confidence and cooperation of others.
- Ensure deadlines are met.
- Manage multiple & changing priorities.
- Maintain acceptable, consistent, and regular attendance.
- Develop and maintain knowledge and skill related to the job.
- Complete assignments in a timely and efficient manner.

PHYSICAL ABILITIES

- Typical work requires prolonged sitting using a computer and telephone.
- Common eye, hand, and finger dexterity is required for most essential functions.
- Grasping and making repetitive hand movements in the performance of daily duties.