

DUTY STATEMENT



☒ **CURRENT**
☐ **PROPOSED**

CIVIL SERVICE CLASSIFICATION Information Officer II		WORKING TITLE Information Officer II Supervisor		
PROGRAM NAME Office of the Director		UNIT NAME Office of Communications and Media Relations		
ASSIGNED SPECIFIC LOCATION Oakland		POSITION NUMBER 400 – 138-5595-009		
BARGAINING UNIT S01	WORK WEEK GROUP E	BILINGUAL POSITION No	CONFLICT OF INTEREST FILER Yes	BACKGROUND CHECK No

General Statement

Under the administrative direction of the Information Officer III (Assistant Deputy Director), the Information Officer II (IO II) serves as the lead information officer for the Department of Industrial Relations (DIR). The IO II plans, develops, and implements the department's media relations program and serves as a primary point of contact for members of the media.

The IO II develops and disseminates media strategies, materials, and responses in support of DIR programs, including the Division of Workers' Compensation, Division of Apprenticeship Standards, DIR administration and directorate, and the department's boards and commissions. The incumbent ensures the accuracy, consistency, and timeliness of public information.

The IO II supervises Information Officers I and provides direction on media relations activities. The incumbent coordinates with the Labor Commissioner's Office (LCO) Information Officer II Specialist and the Division of Occupational Safety and Health (DOSH) Information Officer II Specialist to ensure alignment and consistency in messaging and communications activities.

The incumbent performs complex, sensitive, and high-visibility communications assignments involving broad public policy issues related to employment and labor laws.

Candidates must be able to perform the following essential functions with or without reasonable accommodations.

Percentage of Time Spent	Duties <u>Essential Job Functions</u>
45%	Develops staff and organizes, directs, evaluates, and implements a proactive media relations program to educate journalists on the Department of Industrial Relations' (DIR) programs, consistent with the department's mission. Consults with Office of Communications and Media Relations (COMMS) leadership and the executive management team to interpret program direction and manage all aspects of media relations activities. Develops, implements, and monitors media and communications plans in support of DIR's goals. Establishes program goals for DIR's public information efforts in collaboration with COMMS leadership and Information Officer II Specialists and develops strategies to achieve those goals. Evaluates the effectiveness of

DUTY STATEMENT



	departmental and program public information strategies and recommend improvements. Develops, tracks, and reports on program performance measures. Identifies existing and emerging communication issues and opportunities and recommends appropriate response strategies. Collaborates and coordinates with COMMS staff, departmental staff, and subject matter experts in the planning and execution of media relations activities. Provides leadership, guidance, and direction to subordinate Information Officers. Oversees staff workload and progress; establishes and communicates performance expectations and standards; assigns, tracks, and reviews work; and provides timely, constructive feedback. Evaluates staff performance on an ongoing basis and provides coaching and mentoring. Identifies training and development opportunities to support staff performance and job satisfaction. Prepares and completes performance evaluations and discusses them with staff in a timely and meaningful manner.
35%	Researches, writes, and edits complex materials, including news releases, statements, annual reports, blogs, and other content for publications, broadcasts, and external communication channels. Prepares responses to sensitive and complex media inquiries and correspondence. Responds or provides recommended responses to support news-making responsibilities and media opportunities. Collaborates with COMMS leadership to develop media relations plans, talking points, and interview materials. Monitors mainstream and trade media to produce, disseminate, and archive electronic news clips. Develops and maintains databases of statewide journalists, spokespersons, and media coverage related to DIR's mission. Coordinates, tracks, and fulfills Public Records Act (PRA) requests initiated by the media. Researches and gathers information in response to media inquiries, including consulting with program managers and staff to verify accuracy. Tracks media inquiries and approved media responses in Asana. Analyzes and synthesizes information to advise executive leadership. Assists with DIR's Week Ahead report and supports other internal communications activities.
15%	Promotes, plans, and facilitates external media activities and events. Manages DIR media coverage and events, including scheduling press conferences and coordinating responses to media inquiries and follow-ups. Serves as a media spokesperson, as delegated by COMMS leadership; cultivates media relationships; and pitches departmental programs to generate media interest. Supports DIR public engagement activities, including providing information to reporters and coordinating interviews with DIR staff. Develops and recommends content for DIR's social media platforms. Represents DIR as part of a multi-agency media relations team in planning meetings and the development of materials for departmental and agency events.

DUTY STATEMENT



	Evaluates staff workload and assigns projects to COMMS team members. Performs and delegates administrative functions, including planning, personnel oversight, operations, and document preparation and review.
Percentage of Time Spent	Marginal Job Functions
5%	Performs special projects and other related duties to support DIR's mission, vision, values, and goals. Performs other job-related duties within the scope of this classification, including attending departmental meetings, trainings, and representing COMMS on task forces and committees.

Conduct, Attendance, and Performance Expectations

This position requires the incumbent to maintain consistent and regular attendance in accordance with business needs; communicate effectively with the public and other employees; maintain knowledge and skills related to applicable methodologies, materials, tools, and equipment; complete assignments in a timely and efficient manner; and adhere to departmental policies and procedures. The incumbent must be available and willing to work the hours necessary to meet the Department's operational needs.

Supervision Received

The incumbent reports directly to the Information Officer III (Assistant Deputy Director). The position also receives assignments from the Deputy Director of the Office of Communications and Media Relations.

Supervision Exercised

Directly supervises Information Officer I staff, student assistants, and temporary staff in the Office of Communications and Media Relations.

Work Environment, Special Requirements/Other Information, Physical Abilities, Additional Requirements/Expectations, and Personal Contacts

Work Environment

This position requires frequent travel within the state (10–25%). The incumbent must be responsive to the public and media and attend public meetings outside of regular business hours. Occasional extended work hours and overnight travel are required to support media events and meetings with journalists. Infrequent work on weekends and holidays may be required.

The incumbent is expected to maintain a hybrid work schedule, with a minimum of two days per week in the office, based on operational needs. While at the assigned work location, the incumbent works in a climate-controlled office environment under artificial lighting. The position requires periodic travel away from the workstation to attend departmental events, meet with staff, and perform other job-related duties.

The incumbent is expected to present professionally in accordance with departmental policy; effectively manage pressure and deadlines; deliver presentations to executives, managers, and supervisors; and exercise a high degree of independence.



Special Requirements/Other Information

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. Regular, consistent, and predictable attendance is essential to the successful performance in this position.

Physical Abilities

This position requires the ability to work at a computer for extended periods of time and to safely move and transport office items. The incumbent must be able to occasionally lift and/or move up to 20 pounds of force and frequently or continuously exert a negligible amount of force to move objects. This position also requires travel within the state to staff events where media outlets are expected to attend, including press conferences and public meetings, to prepare subject matter experts for media interviews, and related job functions.

Additional Requirements/Expectations

The incumbent must handle sensitive and confidential materials and matters with professionalism and discretion and establish and maintain cooperative working relationships.

The incumbent should possess knowledge of news value and ethnic media markets; the ability to analyze situations accurately and recommend practical courses of action to executive leadership; and the ability to gain the confidence and respect of individuals contacted in the course of work. The incumbent must be able to establish and maintain effective working relationships with members of the media and other public groups and demonstrate an understanding of the importance of informing and educating the public on various aspects of departmental programs.

The incumbent must demonstrate the ability to establish and maintain cooperative working relationships with staff at all levels, both within and outside of DIR, to complete assignments. The incumbent must also demonstrate proficiency in using the internet, email, desktop applications, and presentation software.

The incumbent should possess knowledge of methods used to assess public information and education needs; techniques for preparing, producing, and disseminating information across multiple media platforms; and principles and practices of effective public relations. Additional knowledge areas include California State Government, principles of public administration and effective supervision.

The incumbent must demonstrate the ability to organize and direct a statewide public information and education program; write effectively; analyze data; supervise professional staff; and promote public understanding of departmental programs while securing cooperation from diverse groups.

Personal Contacts

The Information Officer II contributes to the success of DIR's communications programs and operations statewide. The incumbent maintains regular contact with COMMS staff, DIR management and staff across the department, the Labor and Workforce Development Agency, and other departments within the agency. Frequent external contact includes members of the media and outreach organizations.

Employee Acknowledgment

DUTY STATEMENT



I have read and understand the duties listed above and 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 these assigned duties as described above with or without reasonable accommodation. If you believe a reasonable accommodation is necessary, discuss your concerns with the hiring supervisor. If unsure of a need for a reasonable accommodation, inform the hiring supervisor who will discuss your concerns with the Medical Management Unit in the Human Resources Office.

Employee Name

Employee Signature

Employee Sign Date

Supervisor Acknowledgment

I certify this duty statement represents a current and accurate description of the essential functions of this position. I have discussed the duties of this position with the employee and provided the employee with a copy of this duty statement.

Supervisor Name

Supervisor Signature

Supervisor Sign Date

HUMAN RESOURCES OFFICE APPROVAL

MA

C&S Analyst Initials

5/27/2026

Approval Date