

DUTY STATEMENT

CALIFORNIA PUBLIC UTILITIES COMMISSION

DIVISION External Affairs Division		EFFECTIVE DATE
BRANCH/SECTION News and Outreach Office		CLASS TITLE Information Officer I
WORKING DAYS AND WORKING HOURS Monday through Friday 8:00 a.m. to 5:00 p.m.		PHYSICAL WORK LOCATION San Francisco, Sacramento, Los Angeles
INCUMBENT (if known):		CURRENT POSITION NUMBER (Agency - Unit - Class - Serial) 680-129-5601-002
YOU ARE A VALUED MEMBER OF THE DEPARTMENT'S TEAM. YOU ARE EXPECTED TO WORK COOPERATIVELY WITH TEAM MEMBERS AND OTHERS TO ENABLE THE DEPARTMENT TO PROVIDE THE HIGHEST LEVEL OF SERVICE POSSIBLE. YOUR CREATIVITY AND PRODUCTIVITY ARE ENCOURAGED. YOUR EFFORTS TO TREAT OTHERS FAIRLY, HONESTLY AND WITH RESPECT ARE IMPORTANT TO EVERYONE WHO WORKS WITH YOU.		
BRIEFLY (1 or 2 sentences) DESCRIBE THE POSITION'S ORGANIZATIONAL SETTING AND MAJOR FUNCTIONS: Under the direction of the Senior Communications Officer (Information Officer II), the Information Officer I (Specialist) assumes a pivotal role on a fast-paced team. This position is charged with independently executing various professional and technical tasks that contribute to the communication strategy aimed at informing and engaging audiences about the activities and objectives of the California Public Utilities Commission (CPUC).		
% 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. <i>(Use additional sheet if necessary)</i>	
	<u>ESSENTIAL FUNCTIONS:</u>	
35%	Content Creation and Distribution Plans, writes, edits, and otherwise prepares more complicated information material for dissemination through all major means of communication. Assumes joint responsibility with External Affairs Division staff for the development of digital video, graphics, social media and multimedia products for public distribution in support of the CPUC priorities and programs utilizing a variety of digital hardware and software. Serves as project manager or co-manager for digital video, graphic design, social media, website, and multimedia projects. Researches, analyzes, and compiles appropriate programmatic information and data for the purpose of developing digital video, social media, and multimedia content, messaging, and scripts. Projects may also include creating digital animations, motion graphics, digital still photography, and other visual communications materials to support news releases, program and initiative campaigns, and social media campaigns produced by the External Affairs Division. Ensure consistency of digital video and multimedia communications of the agency.	
25%	Public Relations Strategy and Coordination Create multimedia PR plans and strategies to enhance the CPUC's voice internally and externally. Monitor and analyze the effectiveness of campaigns, communicating insights to management. Collaborate with external stakeholders including public affairs offices, consumer organizations, and professional societies.	
20%	Coordination Collaborate and confer with CPUC management, Information Officers and other Creative Services staff from External Affairs Division and other Divisions to ensure digital video, social media, and multimedia strategy, content, and messaging meets the needs of target audiences and is suitable for digital platforms.	
15%	Evaluation and Consultation Develop and annually evaluate digital video and multimedia strategy in concert with External Affairs Division staff on best practices and approaches to effectively reach target audiences. Develop project proposals and provide recommendations regarding digital video and multimedia efforts that support policies, initiatives and programmatic priorities for divisions and CPUC leadership. Serves as an expert in CPUC digital video, social media, and multimedia methods, development, and production. Conducts ongoing research and maintains awareness of emerging digital video, multimedia, social media, evolving industry trends, and standards. Evaluates their feasibility as part of future strategies.	

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5%	<p><u>MARGINAL FUNCTIONS:</u> Other job-related duties as needed</p> <p><u>KNOWLEDGE AND ABILITIES</u> [From Class Specs]</p> <p>Knowledge of: Techniques of preparing, producing and disseminating information, utilizing all major media of communication; principles and techniques of establishing and maintaining good relations with news media and other public groups; California State Government and principles of public administration.</p> <p>Ability to: Write, edit, and prepare for publication or reproduction news releases, articles, correspondence, booklets, brochures, pamphlets, magazines, reports, speeches, scripts for Webex/Teams, radio, television or motion pictures, and other information material; speak effectively; analyze data; assume responsibility for the administration of a public information program.</p> <p><u>WORK ENVIRONMENT, PHYSICAL OR MENTAL ABILITIES:</u></p> <ul style="list-style-type: none"> • Proficiency with communications-related technologies, including personal computer applications, telecommunications equipment, Internet, voicemail, e-mail, etc. • Occasional travel throughout the state of California to include evenings, overnight, weekends or several days at a time. 	
SUPERVISOR'S STATEMENT: <i>I HAVE DISCUSSED THE DUTIES OF THE POSITION WITH THE EMPLOYEE</i>		
SUPERVISOR'S NAME (Print) Kimberly Ellis	SUPERVISOR'S SIGNATURE	DATE
EMPLOYEE'S STATEMENT: <i>I HAVE DISCUSSED WITH MY SUPERVISOR THE DUTIES OF THE POSITION AND HAVE RECEIVED A COPY OF THE DUTY STATEMENT</i>		
The statements contained in this duty statement reflect general details as necessary to describe the principal functions of this job. It should not be considered an all-inclusive listing of work requirements. Individuals may perform other duties as assigned, including work in other functional areas to cover absence of relief, to equalize peak work periods or otherwise balance the workload.		
EMPLOYEE'S NAME (Print)	EMPLOYEE'S SIGNATURE	DATE