



**DUTY STATEMENT**

**CURRENT**

**PROPOSED**

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|---|--|--|
| RPA Number:<br>25-298   | Classification Title:<br>Information Officer I   | Position Number:<br>835-251-5601-004   |
| Incumbent Name:   | Working Title: Communications Specialist   | Effective Date:  |
| Tenure: Permanent   | Time Base: Full Time   | Intermittent Hours Per Month:<br>N/A   |
| Division/Office: Executive Offices, Office of Public Affairs  | Section/Unit: Media and Communications Strategy  | Reporting Location: Sacramento   |
| Supervisor's Name: Lance Klug   | Supervisor's Classification: Information Officer II  | CBID: RO I   |
| Confidential Designation:<br><br><input type="checkbox"/> YES <input checked="" type="checkbox"/> NO  | Designated Position for Conflict of Interest:<br><br><input checked="" type="checkbox"/> YES <input type="checkbox"/> NO | Position Telework Eligible:<br><br><input checked="" type="checkbox"/> YES <input type="checkbox"/> NO |
| Supervision Exercised:<br><br><input checked="" type="checkbox"/> None <input type="checkbox"/> Lead <input type="checkbox"/> Managerial <input type="checkbox"/> Supervisory |  |  |

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|----------------------------------|--------------|
| <b>Human Resources Use Only:</b> |              |
| <b>HR Analyst Approval:</b>      | <b>Date:</b> |

**General Statement:**

This position requires the incumbent to maintain consistent and regular attendance; communicate effectively (orally and in writing if both appropriate) in dealing with the public and/or other employees; develop and maintain knowledge and skill related to specific tasks, methodologies, materials, tools and equipment; complete assignments in a timely and efficient manner; and adhere to department policies and procedures regarding attendance, leave, and conduct.

**Position Description:**

Under the direction of the Information Officer II, the Information Officer I Packaging Producer Responsibility Communications Specialist performs professional and technical public relations and public affairs duties to advance public understanding and inform interested parties about opportunities and requirements under Senate Bill 54 of 2022, California's historic Plastic Pollution Reduction and Packaging Producer Responsibility Act, and related tasks. This position requires the incumbent to develop written and visual materials such as speeches, talking points, presentation slides, infographics, social media content, news releases, web copy, marketing materials, and other informational materials; respond to inquiries from media, the general public, and other interested parties; distribute content to target audiences, including media, businesses, local communities, and other interested parties; and perform additional functions for the Office of Public Affairs including copyediting and



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plain-language review of communications and technical reports. Excellent written communication skills and strong project management abilities are required.

**Essential Functions (including percentage of time):**

- 35% **Executive Messaging, Speeches, Talking Points, and Presentation Development**  
Serves as the department’s primary producer of messaging products related to packaging producer responsibility and California’s circular economy. Creates, organizes, and refines talking points, executive speeches, public presentations, key messages, and stakeholder briefing materials for use by CalRecycle leadership, program managers, and staff. Works collaboratively across divisions to ensure messaging accuracy, clarity, and alignment with program goals and legal requirements. Oversees development of presentation materials and works with graphic designers and other staff to ensure they support communications goals. Uses metrics and performance analytics to evaluate communication effectiveness and adapts strategies to maximize impact.
- 20% **Strategic Communications Development and Implementation**  
Supports internal and external communications to inform, engage, and educate Californians and regulated entities on the legal requirements, implementation status, and progress of Packaging Producer Responsibility (SB 54 of 2022) and related programs. Recommends outreach strategies and assists with development of communication plans, timelines, and priorities that support program milestones. Works with the SB 54 Communications Manager and cross-divisional teams to identify target audiences, informational needs, and outreach opportunities.
- 20% **Copyediting, Plain-Language Review, and Editorial Quality Control**  
Works as part of a team to copyedit technical reports, as well as written and visual materials, produced by cross-divisional teams. Reviews reports, presentations, correspondence, documents, fact sheets, website content, and other materials for grammar, clarity, consistency, plain-language, formatting, and stylistic accuracy. Ensures all materials meet CalRecycle editorial and style guidelines, statewide plain-language requirements, and accessibility standards. Provides guidance to staff on writing quality, structure, tone, and message accuracy. Helps develop templates, style guides, and quality-control processes to enhance consistency across all communications.
- 15% **Content Production and Distribution**  
Provides technical and editorial support for the development, writing, design, ADA compliance review, and delivery of communication materials. Products include presentation graphics, outreach materials, website content, social media posts, marketing collateral, news releases, and other media-oriented materials. Supports email-marketing content and distribution and ensures branding and messaging accuracy. Works with translation and interpretation contractors to ensure multilingual access for California’s diverse audiences. Develops and distributes communications assets, including digital materials, presentations, visual resources, and online tools.



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**Marginal Functions (Including a percentage of the time):**

**5% Internal Communications Support**

Develops content for the department’s internal intranet site. Monitors publication of news articles related to the department’s mission and generates a compilation of such articles for electronic distribution to staff. Assists in the preparation of weekly staff reports to the Governor’s Office and the California Environmental Protection Agency.

**5% External Communications Support**

Screens incoming calls and emails to the department and directs the inquiries to the appropriate subject matter experts. Exercises a high degree of responsibility and good judgment in responding directly to frequently asked questions using published information and department-approved responses.

**Typical Physical Conditions/Demands:**

The job requires extensive use of a personal computer and the ability to sit/stand at a desk, utilize a phone, and type on a keyboard for extended periods. Ability to lift 15 pounds, bend, and reach above shoulders to retrieve files and/or documents.

**Typical Working Conditions:**

The incumbent works in a high-rise office building in an enclosed, non-windowed office cubicle in a smoke-free environment. The work schedule is Monday through Friday. Mandatory overtime, including evening and weekend work, may be necessary during the year end closing process or when the department is mission tasked. Travel may be required locally and within the state.

**Special Requirements of Position (Check all that apply):**

- Duties performed may require pre-employment and/ or routine screenings (background/criminal/fingerprint clearance, drug testing, fingerprinting, physical, etc.).
- Duties require participation in the DMV Pull Notice Program.
- Performs other duties requiring high physical demand. (Explain below)
- Requires repetitive movement of heavy objects and/or operation of heavy machinery or motorized vehicles.
- Other (Explain below)

**Explanation:**

**Supervisor Statement**



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I certify this duty statement represents an 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 | Date |
|-----------------|----------------------|------|
|                 |                      |      |

**Employee Statement**

I have discussed these duties with my supervisor and have been provided a copy of this duty statement. I certify I have read, understand, and can perform the duties of this position either with or without reasonable accommodation\*.

*\*A Reasonable accommodation is any modification or adjustment made to a job, work environment, or employment practice or process that enables an individual with a disability or medical condition to perform the essential functions of his or her job or to enjoy an equal employment opportunity. (If you believe reasonable accommodation is necessary, check yes. If unsure of a need for reasonable accommodation, inform the hiring supervisor, who will discuss your concerns with the Reasonable Accommodation Coordinator.)*

| Employee Name | Employee Signature | Date |
|---------------|--------------------|------|
|               |                    |      |