



State of California
California Energy Commission
DUTY STATEMENT
CEC-004 (Revised 4/2024)

Classification(s): Information Officer I (Specialist)

Working Title: Public Information Officer

Position Number: 535-180-5601-012

Division/Branch or Office: Media and Public Communications Office/Media Relations and Special Events Branch

Collective Bargaining Identifier (CBID): R01

Work Week Group (WWG): WWG 2

Date Approved: July 7, 2026

Conflict of Interest (COI): ☒ Yes ☐ No

If yes, this position 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 Form 700 within 30 days of appointment, which identifies pertinent personal financial information.

Job Description

The California Energy Commission's (CEC) Media and Public Communications Office (MPCO) collaborates to create clear, concise communications campaigns that tell the CEC story to internal and external stakeholders. Our work increases understanding and awareness, inspires action and empowers decision-making to advance the state's climate and clean energy goals.

Under the direction of the Media Relations and Special Events Branch Manager (Supervisor II), the Public Information Officer (IO I Specialist), supports the CEC's overall communications strategy performing professional and technical tasks associated with media relations, public outreach, and stakeholder engagement campaigns. This position may be assigned to support specific topic areas but will be required to have a general knowledge of broader energy issues in order to serve the CEC's communication needs. The individual will be expected to use a wide range of communications platforms and strategies to publicize the CEC's work.

Essential Duties

- 25% STRATEGIC COMMUNICATIONS:** In collaboration with other MPCO staff, leads the coordination of public outreach and stakeholder engagement campaigns. Develops and implements strategic communications plans and campaigns based on the CEC's top priorities. Seeks out and leverages strategic and proactive opportunities to tell the CEC's success stories. Works with allies and sister energy agencies to coordinate efforts, amplify the CEC's work, and leverage third-party messengers to champion initiatives. Develops key messages and narratives that help to frame issues to help the CEC shape public perception, get ahead of issues, and deflect criticisms. Handles crisis communications and rapid response activities as needed.
- 25% MEDIA RELATIONS:** Responds to media inquiries in a timely manner. Prepares spokespeople for media interviews and other speaking engagements through coaching and training. Maintains and updates media inquiry and media contact databases and assembles media coverage packages. Posts and distributes news releases and other communications materials as part of communications rollout efforts. Develops and assists in implementing media relations strategies that include maintaining relationships with key media representatives, and regularly and proactively pitching them. Helps organize and support in-person and online events to engage media interest through tactics such as media availability and press conferences.
- 25% WRITING/EDITING:** Deploys writing and editing skills to develop, review, finalize, and execute strategic communications materials that showcase CEC projects and programs for internal and external stakeholders. Materials include but are not limited to the following: news releases, blog posts, social media messages, multimedia video scripts, webpages, summary/highlight documents for key reports, communications plans, op-eds, PowerPoint presentations, and employee communications.
- 10% SOCIAL MEDIA:** Works collaboratively with staff to develop and implement social media strategies that support the CEC's overall communications goals.
- 10% SPECIAL PROJECTS:** Provides communications support to plan and execute special projects that CEC leadership have identified as key priorities based on requests from stakeholders. Internal stakeholders include the Executive Office, commissioners, and division management. External stakeholders include the Governor's Office, the California Natural Resources Agency, legislators, and industry partners. Project examples include, but are not limited to,



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recruiting outreach for CEC hiring, internal employee accomplishment awards for the CEC, and statewide working groups on key climate change and energy reliability initiatives.

Marginal Duties

5% Perform other duties as required, consistent with the specifications of the classification.

Working Conditions

The CEC supports a hybrid workplace model with office-based and remote-centered workers. Limited in-person attendance and occasional travel may be required based on the needs of the division. Regular and consistent attendance is essential to successful performance. This position is remote-centered, which means the incumbent works 50 percent or more of their time from an alternate work location.

Diversity and Inclusion Statement

Serving all Californians, the CEC embodies diversity, equity, and inclusion, and has taken an active and meaningful role in creating an environment that enables each employee to thrive.

Employee's Acknowledgement: I certify that I am able to perform, with or without the assistance of a reasonable accommodation, the essential duties of this position.

Employee's Name (Print): _____

Employee's Signature:

Date: _____

Supervisor's 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 and provided the above-named employee a copy of this duty statement.

Supervisor's Name (Print): Sandy Louey _____

Supervisor's Signature:

Date: _____