



Duty Statement

DIVISION	CLASSIFICATION/WORKING TITLE	POSITION NUMBER (Agency-Unit-Class-Serial)
Public Affairs	Information Officer I (Specialist)	326-100-5601-XXX
UNIT/PROGRAM/SECTION	EFFECTIVE DATE	CBID
Public Affairs		R01
INCUMBENT	REPORTING LOCATION	IMMEDIATE SUPERVISOR
	Statewide	Rishi Khalsa
POSITION DESCRIPTION		
Under the direction of the Deputy Director for Communications within the California Civil Rights Department (CRD), the Information Officer I (Specialist) is responsible for performing the more difficult professional and technical assignments in support of the CRD’s communications and public information functions. Responsibilities include disseminating public information through various means of communication, with a key focus on the work associated with the Bureau for Descendants of American Slavery in accordance with Senate Bill (SB) 518. This position requires the ability to effectively and timely communicate orally and in writing with the public, media, and partner organizations. The Information Officer I (Specialist) will also consult with and advise executive staff on media engagement and public relations implications of the department’s activities.		
ALL EMPLOYEES ARE RESPONSIBLE FOR CONTRIBUTING TO AN INCLUSIVE, SAFE, AND SECURE WORK ENVIRONMENT THAT VALUES DIVERSE CULTURES, PERSPECTIVES, AND EXPERIENCES, AND IS FREE FROM DISCRIMINATION.		
ESSENTIAL FUNCTIONS:		
%	TASK/DUTIES	
35%	Writes, edits, and develops informational materials, including press releases and talking points, as related to the department’s work and with a focus on the Bureau for Descendants of American Slavery (SB 518). Prepares such materials for internal use and/or public dissemination through all major means of communication. Develops and implements strategies for coordinated dissemination of the information through appropriate channels, including the department’s website, social media, and email campaigns.	
25%	Acts as a spokesperson for the department to the news media, by responding to inquiries from local and national press. Arranges the participation of department officials as speakers on news and other media programs. Assists with setting up and executing media events or opportunities. Consults with and advises CRD staff on the public relations implications of the department’s activities and develops strategies on how to respond effectively in coordination with appropriate staff.	
20%	Actively supports the publication and inclusion of accurate and timely information on the department’s public-facing website, including written and graphic materials, editing materials as necessary. Tracks and evaluates the reach of CRD’s website and other means of communication. Adjusts goals, strategies, and actions to account for new communications opportunities or challenges.	
15%	Monitors media coverage in various formats, including print, broadcast, and social media, to support effective responsiveness to a dynamic media landscape and ensure accurate coverage of the department. Reports internally on relevant media coverage and media engagement. Collects and evaluates information gathered from internal sources for potential dissemination to the news media. Stays abreast of relevant civil rights laws, issues, and best practices for communications and digital engagement; and any relevant legislation, specifically as related to the Bureau for Descendants of American Slavery, SB 518.	
MARGINAL FUNCTIONS:		
%	TASK/DUTIES	



Duty Statement

5%	Other job-related duties as assigned and necessary for operational continuity. Attend staff meetings and trainings and prepare administrative paperwork to meet operational needs.
DESIRABLE QUALIFICATIONS:	
• Knowledge of techniques and strategies for preparing, producing, and disseminating information to the public. • Ability to effectively present sensitive and complex information, both verbally and in writing, to diverse audiences. • Excellent relationship-building skills, particularly in the context of work with news media and other stakeholders. • Ability to effectively manage and supervise multiple projects simultaneously. • Ability to work well under pressure, meet deadlines, and adapt to changing priorities • Understanding of the principles of public service and transparency in state government. • Ability to effectively represent the Civil Rights Department and Governor's Administration in public and with media in a variety of settings.	
TYPICAL WORKING CONDITIONS:	
The demands described here are representative of those that must be met to successfully perform the essential functions of the job with or without a reasonable accommodation: • Requires ability to communicate diplomatically, directly, and professionally with co-workers and members of the public, either via written or oral communication. • Requires ability to effectively handle stress of multiple demands and deadlines in a range of environments. • Requires daily use of a personal computer and related software applications. • Requires ability to complete tasks that require making repetitive hand movements in the performance of daily duties. • Requires prolonged sitting and/or standing at a workstation with a computer at a desk or in a cubicle for 7 to 8 hours per day. • Requires punctual and regular attendance. • Requires travel for in-person events or meetings.	
TELEWORK DESIGNATION:	
This position is designated as telework eligible-hybrid.	
SPECIAL REQUIREMENTS:	
Demonstrate ability to act independently and be open-minded, flexible, and tactful; exceptional organizational skills; demonstrate experience in communications. Ability to plan, organize, conduct complex media campaigns and implement changes as necessary; read, write, and speak effectively to convey information to others; gain and maintain the confidence and cooperation of those contacted during the course of work; work effectively as a leader or member of a team and with other professionals; complete all tasks in a detailed manner and organize and maintain files, projects, materials, etc.; recognize problems, develop solutions, and adopt an effective course of action; adapt to changing priorities, technology, and procedures; accurately maintain one's own schedule and manage one's time; manage multiple tasks and priorities and meet due dates timely and accurately; and ability to use a range of software related to communications work, including media monitoring services, graphic design services, social media, Adobe Acrobat, and Microsoft applications.	
The statements contained in this job description 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. The incumbent of this position may perform other duties (commensurate with the classification) as assigned, including work in other functional areas to cover during absences, to equalize peak work periods, or to otherwise balance the workload.	
SUPERVISOR STATEMENT:	



Duty Statement

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 (PRINT OR TYPE)

SUPERVISOR SIGNATURE

DATE

EMPLOYEE STATEMENT:

I CERTIFY I HAVE READ, UNDERSTAND, AND CAN PERFORM THE DUTIES OF THIS POSITION EITHER WITH OR WITHOUT REASONABLE ACCOMMODATION. I HAVE DISCUSSED THESE DUTIES WITH MY SUPERVISOR AND HAVE BEEN PROVIDED A COPY OF THIS DUTY STATEMENT.

EMPLOYEE NAME (PRINT OR TYPE)

EMPLOYEE SIGNATURE

DATE