

POSITION DUTY STATEMENT

DOT PM-0924 (REV 01/2025)

CLASSIFICATION TITLE C.E.A.	OFFICE/BRANCH/SECTION District 7/Executive/Communications & External Affairs	
WORKING TITLE Deputy District Director, Communications & External Affairs	POSITION NUMBER 907-003-7500-xxx	REVISION DATE 05/14/2025

As a valued member of the Caltrans team, you make it possible to improve lives and communities through transportation.

GENERAL STATEMENT:

Under the general direction of the District 7 Director, the incumbent serves as the Deputy District Director, Communications and External Affairs in District 7. District 7 is the second largest transportation district in the Department, serving Los Angeles and Ventura Counties. The Deputy District Director, Communications and External Affairs is responsible for: District Communications, Legislative Affairs, Media and Public activities; Department Correspondence Tracking Systems; Small Business Enterprise; California Public Records Act guidelines and compliance; Graphic Services and Executive Office Support. This position provides support to the District Director on issues and policy matters of critical concern to the District.

CORE COMPETENCIES:

As a C.E.A., the incumbent is expected to become proficient in the following competencies as described below in order to successfully perform the essential functions of the job, while adhering to and promoting the Department's Mission, Vision, Values, Strategic Imperatives and Goals. Effective development of the identified Core Competencies fosters the advancement of the following Leadership Competencies: Change Commitment, Risk Appetite, Self-Development/Growth, Conflict Management, Relationship Building, Organizational Awareness, Communication, Strategic Perspective, and Results Driven.

- Change Leadership:** Develops new and innovative approaches needed to improve effectiveness and efficiency of work products. Encourages others to value change. Considers impact and recommends changes. (Safety, Equity, Climate Action, Prosperity, Employee Excellence - Collaboration, Equity, Innovation, Integrity, People First, Pride, Stewardship)
- Decision Making:** Makes critical and timely decisions. Takes charge. Supports appropriate risk. Makes challenging and appropriate decisions. (Safety, Equity, Climate Action, Prosperity, Employee Excellence - Collaboration, Equity, Innovation, Integrity, People First, Pride)
- Ethics and Integrity:** Demonstrated concern to be perceived as responsible, reliable, and trustworthy. Respects the confidentiality of information or concern shared by others. Honest and forthright. Conforms to accepted standards of conduct. (Safety, Equity, Climate Action, Prosperity, Employee Excellence - Collaboration, Equity, Innovation, Integrity, People First, Pride, Stewardship)
- Conflict Management:** Recognizes differences in opinions and encourages open discussion. Uses appropriate interpersonal styles. Finds agreement on issues as appropriate. Deals effectively with others in conflict situation. (Safety, Equity, Climate Action, Prosperity, Employee Excellence - Collaboration, Equity, Innovation, Integrity, People First, Pride, Stewardship)
- Teamwork/Partnership:** Develops, maintains, and strengthens partnerships with others inside or outside of the organization through effective communication and collaboration. (Safety, Equity, Climate Action, Prosperity, Employee Excellence - Collaboration, Equity, Innovation, Integrity, People First, Pride, Stewardship)
- Organizational Awareness:** Contributes to the organization by understanding and aligning actions with the organization's strategic plan, including the mission, vision, goals, core functions, and values. (Safety, Equity, Climate Action, Prosperity, Employee Excellence - Collaboration, Equity, Innovation, Integrity, People First, Pride, Stewardship)
- Interpersonal Effectiveness :** Effectively and appropriately interacts and communicates with others to build positive, constructive, professional relationships. Tailors communication style based on the audience. Provides and is receptive to feedback. (Safety, Equity, Climate Action, Prosperity, Employee Excellence - Collaboration, Equity, Innovation, Integrity, People First, Pride, Stewardship)
- Vision and Strategic Thinking:** Communicates the "big picture". Models the department's Vision and Mission to others. Influences others to translate vision into action. Future oriented, and creates competitive and break through strategies and plans. (Safety, Equity, Climate Action, Prosperity, Employee Excellence - Collaboration, Equity, Innovation, Integrity, People First, Pride, Stewardship)
- Commitment/Results Oriented:** Dedicated to public service and strives for excellence and customer satisfaction. Ensures results in their organization. (Safety, Equity, Climate Action, Prosperity, Employee Excellence - Collaboration, Equity, Innovation, Integrity, People First, Pride, Stewardship)

TYPICAL DUTIES:

Percentage
Essential (E)/Marginal (M)¹ Job Description

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40%	E	Communications Directs District communications operations including developing relationships with the media, crafting official comments and press releases, and providing guidance to staff on media-related issues including news media inquiries regarding Caltrans actions, policies, and programs. Performs duties associated with both proactive and reactive press relations including overseeing organizational responses to inquiries, finding spokespeople, preparing media releases, and monitoring media coverage. Oversees speeches and other communications for District Director and other leaders to deliver at events, conferences, and other public forums. Works with the Department's management and key staff members to produce critical written materials that will explain in understandable language the Department's goals, initiatives, proposals and progress of work. This will include both writing and editing written materials. Works with District Executive Team in the development of talking points and presentation materials on key initiatives and serves as a consultant on the development of key written materials. Oversees response and coordination of Public Records Act request responses for District 7. Reviews staff work as requested (e.g. news releases, talking points and media advisories). Identifies and develops communication strategies for newsworthy actions and activities. Serves as a key advisor to the District Director on public affairs issues related to Department and District 7. Develops and executes plans, goals and objectives that align with Department priorities. Provides guidance to program staff and management on possible impact and reaction of the news media and materials for the public, public website, coordinates activities of the internal social media team, participates in collaborative projects, and provides crisis communications messaging for the agency when necessary to ensure consistent and positive brand messaging. on a variety of social media platforms that support district and department activities and initiatives. Works closely with District 7 Director and Executive Team developing messaging of policy positions. Oversees responses to Public Records Act requests for District 7. Develop and oversee the implementation of the External Affairs Criss Communications Plan, ensuring that the Communications and External Affairs Office is prepared to respond effectively during emergencies to support public information and safety efforts. This entails ensuring that staff receive the latest SEMS/NIMS training and coordinating with Department and District Security and Emergency Management Program (SEMP) to align the Crisis Communications Plan with the Department-wide Emergency Communications Plan. The position will also attend emergency response exercises and active member of the District Emergency Operations Center. Oversees the development of communication standards across all entities within District 7.
40%	E	Legislative Affairs Directs District responses and communicates to concerns and issues from legislatures. In cooperation with Headquarters Legislative Affairs, analyze alternatives, develops recommendations, and identifies strategies concerning potential legislative proposals and develop policies to align with enacted legislation. In the analysis and recommendations, collaborates with subject matter experts to determine the full impact on the department. Serves as liaison between the district and various legislative bodies (federal, state and local) to provide recommendations on transportation policies, evaluate the impact on the receipt of funds, and recommend alternative language when appropriate. The incumbent works directly with the Legislature and legislative staff in promoting the State's transportation related goals and initiatives and influencing policies with nongovernmental organizations and other states' transportation agencies to develop and organize support for California's transportation initiatives. Negotiates with legislative staff and principals, collaboratively determines best approaches to creating, promoting, and resolving legislative issues, including analyzing alternatives and solutions. Advise District 7 Director and District Executive Team on legislative matters.
10%	E	Small Business Responsible for and oversees District 7's Small Business Outreach and other related programs. Leads the District 7 Small Business Advisory Council. In cooperation with the Headquarters Office of Civil Rights, initiates activities in District 7 to increase the participation of Small Business (SB), Disadvantaged Business Enterprise (DBE), and Disabled Veteran Business Enterprise (DVBE) firms in both Federal and State contracting and procurement.
10%	E	As a member of District 7's Executive Team, may act as District Director or Chief Deputy District Director in their absence. Advises District Director and District 7 Executive Team on political and communication strategies and policies which require precise and timely engagement with Headquarters, CalSTA, the legislature, partner agencies, the public and other stakeholders.

¹ESSENTIAL FUNCTIONS are the core duties of the position that cannot be reassigned.
MARGINAL FUNCTIONS are the minor tasks of the position that can be assigned to others.

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SUPERVISION OR GUIDANCE EXERCISED OVER OTHERS

Supervises, directs the work of and has responsibility for Staff Services Managers, Information Officers, Graphics Designers, Television Specialists and other professional and clerical staff.

KNOWLEDGE, ABILITIES, AND ANALYTICAL REQUIREMENTS

Knowledge of: the Department's goals, objectives, policy direction and of the functions under his/her supervision. Also must have command of the principles and practices involved in project management, project development, capital budgeting, program development processes in the Department, and understand the laws, rules and procedures applicable to the Department.

Ability to: direct the work of a large organization in conformance with the departmental goals and policies, prepare and effectively review comprehensive reports on various aspects of the work, and adopt effective courses of action and ensure such action occurs. Ability to analyze and resolve technical, personnel, or politically sensitive problems and issues.

Knowledge of: the organizations and functions of California State Government including the organization and practices of the Legislature and Executive Branch; principles, practices and trends of public administration, organization, and management; techniques of organizing and motivating groups; program development and evaluation; methods of administrative problem solving; principles and practices of policy formulation and development; personnel management techniques; and a manager's role in the Equal Employment Opportunity (EEO) Program.

Ability to: plan, organize and direct the work of multi-disciplinary professional and administrative staff; analyze administrative policies, organizational procedures and practices; integrate the activities of a diverse program to attain common goals; gain the confidence and support of top-level administrators and advise them on a wide range of administrative matters; develop cooperative working relationships with representatives of all levels of government, the public, and the Legislative and Executive Branches; analyze complex problems and recommend effective courses of action; prepare and review reports; and effectively contribute to Caltrans' EEO objectives.

RESPONSIBILITY FOR DECISIONS AND CONSEQUENCES OF ERROR

The incumbent works with a wide range of individuals, employees, public organizations and elected officials. In this capacity, the person is required to make sensitive and diplomatic decisions consistent with state policy. Lack of tact and/or error in judgment in disseminating information could result in project delays or project cancellation due to community pressure, political unacceptability, and/or lawsuits by special interest groups.

Incumbent is responsible for the Division staff activities and for the coordination of consultants and their timely provision of services and products associated with project delivery. Responses and decisions in error could result in project delivery failures, loss of credibility and lawsuits against the state.

Poor decisions affect the Department's credibility and relationships with others and inefficient use of resources. Incumbent has general management responsibility for resources (dollars, staff, facilities, real and personal property) and program support administered in the Division. These decisions typically affect all District 7 organizations and functions. Errors in judgment could result in the organization being exposed to internal grievances, external criticism and lawsuits. At a minimum, errors could result in erroneous budget allocation and/or projections leading to inefficient use of public monies and/or lack of required funds.

PUBLIC AND INTERNAL CONTACTS

This position requires considerable personal contacts both internal and external. Internal contacts with all Departmental District personnel and Headquarters personnel. External contacts with federal, state and local agency elected officials or their representatives, local agency staff, citizens and citizens groups from various communities and special interest groups.

Has daily contact with state and federal governmental agencies, cities, counties, transportation commissions, consultants, and all levels of staff within the Department, at the district and Headquarters level. These contacts include, but are not limited to: mayors, Congress members, State Assembly members, State Senators, California Transportation Commissioners, city council members and county supervisors.

This position requires frequent contact with the public and represents the Department at meetings and through correspondence and represents the District management in dealing with other Divisions in the Department.

Incumbent is responsible for developing and maintaining positive relationships as the Department's representative with the full range of internal and external groups and control agencies.

The incumbent must be able to communicate effectively and work collaboratively with Headquarters, District managers and supervisors, interest groups and individual employees to further the Department's mission.

ADA Notice

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PHYSICAL, MENTAL, AND EMOTIONAL REQUIREMENTS

Incumbent must have ability to develop and maintain cooperative working relationships, respond appropriately to difficult situations; recognize emotionally charged issues or problems and acknowledge the various responses and must have the ability to apply sound judgment in problem solving.

While at their base of operation, employee will work in a climate-controlled office under artificial light. However, due to periodic problems with the heating and air conditioning,the building temperature may fluctuate. Employee may be required to sit for long periods of time using a keyboard and video display terminal. Work shifts of different numbers of hours may be established and vacation restricted during emergencies, peak times and fiscal year end closing.

This position requires extensive interaction with people. Incumbent must work with others in a cooperative manner. Employee must be open to change and new information; adapts behavior and work methods in response to new information, changing conditions, or unexpected obstacles. Employee must be able to concentrate in order to review and create documents and meet strict deadlines at times. Must have the ability to multi-task, adapt to changes in priorities, and complete tasks or projects with short notice.

WORK ENVIRONMENT

The position is located physically in the District 7, Los Angeles office, which is climate-controlled and under artificial lighting. Some travel is required throughout California. Incumbent will also be required to travel and work outdoors and other locations throughout the state, and may be exposed to dirt, noise, uneven surfaces,and/or extreme heat or cold. Personal Protective Equipment will be required on construction and maintenance work sites. Telework may be provided. Work will also be performed outside of regular work hours of 8 a.m.. - 5 p.m., Monday - Friday.

I have read, understand and can perform the duties listed above. (If you believe you may require reasonable accommodation, please discuss this with your hiring supervisor. If you are unsure whether you require reasonable accommodation, inform the hiring supervisor who will discuss your concerns with the Reasonable Accommodation Coordinator.)

I agree that by providing my electronic signature for this form, I agree to conduct business transactions by electronic means and that my electronic signature is the legal binding equivalent to my handwritten signature. I hereby agree that my electronic signature represents my execution or authentication of this form, and my intent to be bound by it.

EMPLOYEE (Print)

EMPLOYEE (Signature)	DATE
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I have discussed the duties with, and provided a copy of this duty statement to the employee named above.

SUPERVISOR (Print)

SUPERVISOR (Signature)	DATE
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