

Department of Consumer Affairs
Position Duty Statement
HR-041 (Revised 7/2015)

Classification Title	Board/Bureau/Division
Information Officer I (Specialist)	California Board of Accountancy
Working Title	Office/Unit /Section/Geographic Location
Information and Planning Analyst	Administration / Public Information / Sacramento
Position Number	Name and Effective Date
615-210-5601-002	

General Statement: Under the direction of the Information Officer (IO) II, the IO I (Specialist) works at the full journey level, with a high degree of independence, performing a full range of the more responsible, varied, and complex analytical work for the California Board of Accountancy's (CBA) Public Information and Outreach Unit in the capacity of the CBA's Information and Planning Analyst. The incumbent provides sensitive consulting services and technical analytical support in assigned subject-matter areas to CBA management, licensees, and the public.

The IO I (Specialist) will be responsible for managing multiple projects/assignments such as the design and layout of various CBA publications and overseeing the CBA's social media portfolio. The incumbent will also draft informational articles and other types of correspondence. The IO I (Specialist) must possess advanced written and oral communication skills to collaborate with CBA managers and staff to coordinate, develop, or edit content on a variety of topics for publication online and in print, interacting effectively and collaboratively with all levels of internal and external stakeholders. Familiarity with the Adobe Creative Cloud software suite is highly recommended. Duties include, but are not limited to, the following:

A. Specific Assignments (w/Essential (E) and Marginal (M) Functions)

30% (E) Social Media

Manages the CBA's social media platforms, including, but not limited to, LinkedIn, X, Facebook, and Instagram. Responsible for developing daily content to inform and educate licensees, applicants, consumers, and other CBA stakeholders. Maintains the CBA social media calendar to strategically plan upcoming posts. Stays up to date on social media trends and techniques with the goal of maximizing and increasing stakeholder engagement. Analyzes individual platform insights to determine the success and reach of different types of posts and uses data to inform future strategies.

30% (E) Publication Design and Layout

Responsible for the design and layout of CBA publications such as the quarterly UPDATE newsletter, the Annual Report, Sunset Review, and others using the Adobe Creative Cloud software.

20% (E) Publications/Reports/Special Projects

Develops, leads, and manages various communication-oriented projects and reports involving

inter-disciplinary teams of managers and staff, including the CBA's quarterly UPDATE publication, the Outreach Activity Report, and others. Researches and writes articles for these projects and edits articles written by CBA staff to ensure they are clear, accurate, concise, and in accordance with Department of Consumer Affairs (DCA) Policy. Prepares other communications such as news releases, brochures, notices, and develops multimedia projects including audio/visual content.

Incumbent conducts and/or reviews analytical studies and surveys, makes recommendations on a broad spectrum of administrative and program-related problems, prepares analyses and issue papers for consideration by the CBA and CBA committees.

15% (E) Website and Data Analytics

In collaboration with the CBA Executive Unit and program management, writes, develops, and edits content for the CBA website. Regularly reviews website and its analytics to make recommendations for improving messaging and the organization of messaging and provided resources.

5% (M) Backup to Outreach

Promotes the CBA's mission and services at outreach events. Serves as a backup to the IO I (Outreach Coordinator) to plan, prepare, and coordinate outreach events on behalf of the CBA and in collaboration with stakeholders.

Represents the CBA at various events sponsored by the CBA and outside organizations to create public interest and promote a positive image of the CBA.

B. Supervision Received

The IO I (Specialist) is under the direction of the IO II but may receive assignments from the EO and Administration Division Chief.

C. Supervision Exercised

None.

D. Administrative Responsibility

None.

E. Personal Contacts

The IO I (Specialist) has direct and daily contact with CBA management, staff, external stakeholders, and consumers. The IO I (Specialist) has frequent contact with DCA, various public accounting organizations, professional societies and governmental entities. The IO I (Specialist) has occasional contact with the BCSA, the Governor's Office, and the Legislature.

F. Actions and Consequences

Failure to properly perform public information activities would hinder the CBA's communication efforts which could negatively impact licensees, consumers, and stakeholders.

G. Functional Requirements

No specific physical requirements are present: the incumbent works 40 hours per week in an office setting, with artificial light and temperature control. Daily access to and use of a personal

computer and telephone is essential. Sitting and standing requirements are consistent with office work. May need to transport and move outreach materials up to 25 pounds.

H. Other Information

Incumbent must possess excellent written and oral communication skills, use sound judgment in decision-making, be open minded, exercise creativity and flexibility in problem identification and resolution, manage time and resources effectively, and anticipate and be responsive to CBA management needs. This position has access to confidential or sensitive information related to consumers of CBA services and/or employees of the CBA. The individual occupying this position is expected to maintain the privacy and confidentiality of such information at all times.

Conflict of Interest (COI)

This position is subject to Title 16, section 3830 of the California Code of Regulations, the Department of Consumer Affairs' Conflict of Interest Regulations. The incumbent is required to submit a Statement of Economic Interests (Form 700) within 30 days of assuming office, annually by April 1st, and within 30 days of leaving office.

In all job functions, employees are responsible for creating an inclusive, safe, and secure work environment that values diverse cultures, perspectives, and experiences, and is free from discrimination. Employees are expected to provide all members of the public equitable services and treatment, collaborate with underserved communities and tribal governments, and work toward improving outcomes for all Californians.

I have read and understand the duties listed above and I can perform these duties with or without reasonable accommodation. (If you believe reasonable accommodation is necessary, discuss your concerns with the hiring supervisor. If unsure of a need for reasonable accommodation, inform the hiring supervisor, who will discuss your concerns with the Health & Safety analyst.)

Employee Signature

Date

Employee's Printed Name, Classification

I have discussed the duties of this position with and have provided a copy of this duty statement to the employee named above.

Supervisor Signature

Date

Printed Name, Classification

Revised: August 2026