

DUTY STATEMENT
DSH3002 (Rev. 01/2020)



California Department of
State Hospitals

Box reserved for Personnel Section

	RPA #	C&P Analyst Approval	Date
Employee Name	Division Department of State Hospitals		
Position No / Agency-Unit-Class-Serial 502-500-4800-XXX	Unit		
Class Title External Affair Manager/Public Information Officer (Supervisor I)	Location DSH-Patton		
Subject to Conflict of Interest ☒ Yes ☐ No	CBID S01	Work Week Group: E	Pay Differential
Other			
Under the direction of the Executive Director, the Supervisor I (Sup I) (External Affairs Manager) is responsible for the direction of employee services and external affairs of the hospital. The Sup I is responsible and knowledgeable of and adherence to relevant State and Federal laws, accreditation and licensure standards, Department of State Hospitals policies, Volunteer Services, Public Record Act Requests, Policies and Procedures, Patient Central Council, Patients' Rights, Health Insurance Portability and Accountability Act (HIPPA), and public information issues. Assumes leadership of hospital-wide and statewide work groups and committees assigned to develop or improve employee services, public communication, and hospital policies and procedures. The External Affairs Manager is a consultant to the Executive Administrators by performing varied administrative and management services of a high degree of responsibility.			
% of time performing duties	Indicate the duties and responsibilities assigned to the position and the percentage of time spent on each. Group related tasks under the same percentage with the highest percentage first; percentage must total 100%. (Use additional sheet if necessary).		
40%	<u>External Affairs and Public Information Management</u> Acts as the hospital Public Information Officer (PIO/spokesperson) and represents DSH-Patton. Full responsibility for all aspects of public information activities for the hospital. Analyzes the extent of public understanding of the hospital philosophy and mission. Develops, organizes, directs, and evaluates a comprehensive program to inform the public and the employees of the activities and the objectives of the hospital. This includes the following tasks: ➤ Handling all media requests, develops and writes Talking Points, Press Releases, and coordinates any requests to interview and/or film the facility, employees, and/or Patients and collaborates closely with the DSH Office of Communication for review, feedback, and release. ➤ Consults with and advises management on public relations implications of the hospital's activities. Creates strategies for good public relations consistent with the overall goals of the hospital and the needs of the community. This includes the development and publication of hospital brochures, newsletters, and or informational		

	films, and the coordination of all updates and changes to the hospital Web page (Patton Web and DSH website). ➤ Responsible for overseeing the coordination of all tours of the facility for members of the media, student groups, dignitaries, and groups from other agencies. ➤ Submits daily activity reports to the DSH Office of Communications for major hospital-wide incidents ➤ Submits a Week Ahead Report to the Assistant Director, DSH Office of Communications to keep the Governor's Office and the State Health and Human Services Agency apprised of all reportable events, activities at the hospital and pending public relations issues. ➤ Responsible for overseeing all Public Records Act requests – External Affairs coordinates the response and informs the involved departments of their obligations and timelines and reviews the final response. Monitor the request by a formal tracking system to ensure required timelines are met and appropriate DSH staff are consulted. ➤ Responsible for overseeing all communication through Everbridge Communication System.
40%	<u>Management and Supervision</u> ➤ Management responsibility for the services of the Events & Volunteer Services Coordinator, Policy and Public Record Act Coordinator, Patient/Administration Liaison, and External Affairs Student Assistant. ➤ Oversees employee recognition programs such as A Star Among Us and Quarterly Employee Recognition Program. ➤ Serves as the Liaison between the Patients' Rights Advocate's Office, Privacy Officer, and the HIPPA Security Officer and the Executive Director. ➤ Recommends course of action related to policy and procedures to the Executive Director. ➤ Advises administration, managers, supervisors, and employees in the interpretation and application of laws and regulations affecting these areas. Utilizes a high degree of initiative, judgment, and responsibility when dealing with staff, patients, family members, legislators, and the public. ➤ Reviews performance of all assigned staff and recommends appropriate action, which may include commendation, adverse action, or other administrative response. ➤ Assures that all operations conform to bargaining unit contract and Equal Employment Opportunity program guidelines. ➤ Assigns tasks to staff members in accordance with their classifications and abilities. ➤ Train and develop staff members for new responsibilities and authority as needs dictate. ➤ All other training as needed for the department.

20%	<u>Information Officer and Leadership</u> ➤ Represent DSH-Patton at meetings with the state and outside agencies ➤ Liaison with US Census for regular reporting ➤ Meets with Legal Services Division of DSH-Sacramento regarding issues raised by the External Affairs Department, hospital administration, or hospital staff. ➤ Works closely with State Legislators and Disability Rights of California (DRC) regarding requests. ➤ Monitors, reports, and formulates responses to all DSH-Patton staff suggestions. ➤ Holds regular space on Hospital Incident Command team in the event of emergent situations. ➤ Assists the executive team with drafting and sending hospital-wide communication.
Required Competencies	SUPERVISION RECEIVED: Under the direction of the Executive Director. SUPERVISION EXERCISED: Three (3) Analysts II, one (1) Student Assistant, and other temporary personnel if appropriate. ABILITY TO: Reason logically and creatively and utilize a variety of analytical techniques to resolve complex governmental and managerial problems; develop and evaluate alternatives; analyze data and present ideas and information effectively both orally and in writing; consult with and advise administrators or other interested parties on a wide variety of subject-matter areas; gain and maintain the confidence and cooperation of those contacted during the course of work; review and edit written reports, utilize interdisciplinary teams effectively in the conduct of studies; manage a complex Staff Services program; establish and maintain project priorities; develop and effectively utilize all available resources; and effectively contribute to the department's affirmative action objectives. KNOWLEDGE OF: Principles, practices, and trends of public and business administration, including management and supportive staff services such as budget, personnel, management analysis, planning, program evaluation, or related areas; principles and practices of employee supervision, development, and training; program management; formal and informal aspects of the legislative

	process; the administration and department's goals and policies; governmental functions and organization at the State and local level; department's Affirmative Action Program objectives; and a manager's role in the Affirmative Action Program and the processes available to meet Affirmative action objectives. SITE-SPECIFIC COMPETENCIES: Ability to exercise a high degree of independence and responsibility for decisions with regard to the duties as the Public Information Officer. Ability to communicate effectively with administrators, supervisors, employees, legislators, other state agencies, the media, and the public. TECHNICAL PROFICIENCY (SITE SPECIFIC): Proficiency in Microsoft Office: Microsoft Word, Excel, PowerPoint, Outlook, and Adobe. ANNUAL HEALTH REVIEW: All employees are required to have an annual health review and TB test or whenever necessary to ascertain that they are free from symptoms indicating the presence of infection and are able to safely perform their essential job functions. INFECTION CONTROL: Applies knowledge of correct methods for controlling the spread of pathogens appropriate to job class and assignment. HEALTH AND SAFETY: Activity supports a safe and hazard free workplace through practice of personal safety and vigilance in the identification of safe or security hazards. THERAPEUTIC STRATEGY INTERVENTION (TSI): Supports safe working environment; practices the strategies and interventions that promote a therapeutic milieu; applies and demonstrates knowledge of correct methods in the management of assaultive behavior in accordance with policy. CULTURAL AWARENESS: Demonstrates awareness to multicultural issues in the work place that enable the employee to work more effectively. RELATIONSHIP SECURITY: Demonstrates professional interactions with patients, and maintains therapeutic boundaries. Maintains relationship security in the work area; takes effective action and monitors, per policy, any suspected employee/patient boundary violations.
License or Certification	Not Applicable
Training	The employee is required to keep current with the completion of all required training.

Other Information	Regular and consistent attendance is critical to the successful performance of this position due to the heavy workload and time-sensitive nature of the work. The incumbent routinely works with and is exposed to sensitive and confidential issues and/or materials and is expected to maintain confidentiality at all times. The Department of State Hospitals provides support services to facilities operated within the Department. A required function of this position is to consistently provide exceptional customer service to internal and external customers. The employee is required to work any shift and schedule in a variety of settings and security areas throughout the hospital and may be required to work overtime and float to other work locations as determined by the operational needs of the hospital. All employees are required to have an annual health review and repeat health reviews whenever necessary to ascertain that they are free from symptoms indicating the presence of infection and are able to safely perform their essential job functions. <u>Statement of Economic Interests / Form 700 Requirements:</u> The Political Reform Act requires employees who serve in this position to be designated in our agency conflict-of-interest code to file a Statement of Economic Interest (Form 700). Your assuming office statement is due within 30 days of Assuming Office, Annually and within 30 days of Leaving Office. The Annual Form 700 due date is determined by the Fair Political Practices Commission and is generally due on or about March 31 of each year. The statements must be submitted to the DSH-Patton Filing Officer. These statements are public access documents. You will receive reminders from the DSH-Patton Filing Officer regarding completion of the statements; however, it is your responsibility to ensure you are compliant with all regulations and requirements. For additional information regarding the Statement of Economic Interests or regulations, please contact the DSH-Patton Filing Officer. <u>Ethics Training and Compliance:</u> Pursuant to Assembly Bill 3022 and Government Code 11146.4, employees required to file a Form 700 Statement of Economic Interests must complete an Ethics orientation training course within six months of assuming a Form 700 covered position, and every two (2) years thereafter, by December 31 of each odd numbered year. The Ethics training governs the official conduct of state officials. You will receive reminders from the DSH-Patton Filing Officer regarding completion and documentation of the training; however, it is your responsibility to ensure you are compliant with the required training. Your Ethics training record and certificates of completion are public access documents. For additional information regarding the Ethics training and regulations regarding this requirement, please contact the DSH-Patton Filing Officer. I have read and understand the duties listed above and I can perform these duties with or without reasonable accommodation. (If you believe reasonable
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accommodation is necessary, discuss your concerns with the Office of Human Rights).

_____	_____	_____
Classification	Print Name	Date
(Employee Signature)		

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

_____	_____	_____
Classification	Print Name	Date
(Supervisor Signature)		

_____	_____	_____
Classification	Print Name	Date
Reviewing Supervisor Signature		