Department of Consumer Affairs
Position Duty Statement
HR-041 (new 07/15)

Classification Title	**Board/Bureau/Division**
Information Officer I (Specialist)	Communications Division
Working Title	**Office/Unit/Section / Geographic Location**
Public Information Officer	Office of Public Affairs / Sacramento
Position Number	**Name and Effective Date**
605-100-5601-008	

General Statement: Under direction of the Information Officer II (IO II), the Information Officer I (IO I) is responsible for supporting the Department of Consumer Affairs' (DCA) and its Boards' and Bureaus' public and media relations efforts. Activities range from routine to complex and sometimes involve sensitive topics that require a high level of professional judgment and coordination with supervisor(s). Duties include, but are not limited to, the following:

A. SPECIFIC ACTIVITIES [Essential (E) / Marginal (M) Functions]

75% (E) *Public and Media Relations*

Acts as a spokesperson for, and liaison between, DCA/Boards/Bureaus and the news media. Researches issues/problems and develops messaging in response to media requests. Develops communications plans for DCA/Boards/Bureaus, recommending targeted goals, strategies, objectives and tactics for existing and future opportunities. Works closely with videographers and other staff to identify and create video project concepts and write scripts to promote information, resources, updates and outreach campaigns to a variety of audiences. Directly supports DCA/Board/Bureau employees for media interviews, including researching and drafting talking points, preparing briefings, coordinating the interview requests and facilitating during the interview. Coordinates media availability, news conferences, and/or other media events. Proactively monitors media outlets for news stories impacting DCA and its licensing entities. Collects, compiles and formats news articles to be included in daily news clips distribution. (30%)

Researches, develops, writes, edits and disseminates news releases, reports, brochures, newsletters, fact sheets, power point presentations, speeches, talking points and other publications to educate and inform the public. Assists with fact-checking and rapid response to urgent issues. (25%)

Coordinates with Public Information Officers (PIOs) and other staff to develop and promote content on DCA's various social media platforms (Facebook, Twitter, Instagram, LinkedIn, and blog). Tracks trends, analyzes metrics and develops plans to improve social media efforts and increase engagement. (20%)

15% (E) *Outreach Coordination*

Assists with community outreach efforts, including researching, identifying and attending events to share and present Department/Board/Bureau information to the public. Identifies and develops outreach materials and presentations that meet community and audience needs.

10% (M) *Other Related Duties*

Supports the Assistant Deputy Director and/or the Deputy Director with special projects and assignments. Assists with video livestreams, answering telephones and other office duties.

B. SUPERVISION RECEIVED
The IO I is under direction of the IO II but may also take direction from the Assistant Deputy Director and/or Deputy Director of Communications.

C. SUPERVISION EXERCISED
None

D. ADMINISTRATIVE RESPONSIBILITY
None

E. PERSONAL CONTACTS
The IO I has frequent contact with management of the department and its boards, bureaus, committees and commission. The IO I also has contact, which may be of a sensitive nature, with a variety of stakeholders, which include the media, consumers, Executive Office staff, the Business, Consumer Services and Housing Agency and other governmental agencies. The IO I builds and maintains relationships to create partnerships in consumer and industry education.

F. ACTIONS AND CONSEQUENCES
Failure to adequately perform listed duties could result in erroneous information dissemination, confuse the licensee population, and negate outreach efforts.

G. FUNCTIONAL REQUIREMENTS
When in the office setting, the incumbent works up to 40 hours per week 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.

H. OTHER INFORMATION
The incumbent is expected to exercise good judgement, tact, and discretion in their professional contacts and in dealing with sensitive matters. The incumbent is expected to establish and maintain good cooperative working relationships with management and staff of the Department and its boards, bureaus, committees and commission, as well as with external stakeholders such as media representatives, members of the public, and representatives from other government agencies.

Incumbent is expected to look and act in a professional manner. The incumbent may be required to travel occasionally by various methods of transportation to help with news conferences and other events and should expect to travel and incur overtime/CTO when conducting webcasts on behalf of our boards and bureaus.

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.)

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Employee Signature Date

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Printed Name

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

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Supervisor Signature Date

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Printed Name

Revised: 11/2026