

DUTY STATEMENT

DUTY STATEMENT

Employee Name:	Current Date:
Classification: Information Officer I	Position #:673-010-5601-005
Division/Office: CO	CBID: R01
Section: Office of Communications	
Supervisor Name: Pati Brown (Todd)	Supervisor Classification: Information Officer II

I certify that this duty statement represents an accurate description of the essential functions of this position.	
Supervisor:	Date:

I have read this duty statement and agree that it represents the duties I am assigned.	
Employee:	Date:

SPECIAL REQUIREMENTS OF POSITION (IF ANY):

- Designated under Conflict of Interest Code.
- Duties performed may require pre-employment physical.
- Duties performed may require drug testing.
- Duties require participation in the DMV Pull Notice Program.
- Requires the utilization of a 32-pound self-contained breathing apparatus.
- Operates heavy motorized vehicles.
- Requires repetitive movement of heavy objects.
- Works at elevated heights or near fast moving machinery or traffic.
- Performs other duties requiring high physical demand. (Explain below):
- Duties require use of hearing protection and annual hearing examinations.

SUPERVISION EXERCISED

<input checked="" type="checkbox"/> None	<input type="checkbox"/> Lead Person
<input type="checkbox"/> Supervisor	<input type="checkbox"/> Team Leader

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FOR SUPERVISORY POSITIONS ONLY: Indicate the number of positions by classification that this position DIRECTLY supervises:

Total number of positions in Section/Branch/Office for which this position is responsible:
None

FOR LEADPERSONS OR TEAM LEADERS ONLY:

Indicate the number of positions by classification that this position LEADS: None

MISSION OF SECTION:

The Office of Communications is responsible for improving air quality and protecting public health by messaging and promoting the programs and regulations of the California Air Resources Board through public information, traditional and social media, publications, speakers database, web and intranet, video, photography, and graphics. The responsibilities are in support of statewide air pollution control and climate change mitigation programs.

CONCEPT OF POSITION:

Under the direction of the Director and Manager for the Office of Communications, carry out public information, communications, and outreach efforts regarding mobile to various stakeholders (industry, environmental and equity) media and the public. Consult with division managers and subject matter experts to create and implement overall media strategy for communicating CARB's goals. Write, edit and post press releases, media advisories, social media and e-marketing content to update consumer and regulated audience by developing publicly accessible messaging of CARB programs, initiatives and regulations related to the full spectrum of CARB's air quality and climate change programs. The proposed incumbent would have the ability to create web content using a content management system and craft e-marketing/listserv blasts, write text, shoot simple video and photos.

<u>% OF TIME</u>	<u>RESPONSIBILITIES OF POSITION</u>
40%-E	Responds in a timely and accurate manner to news media inquiries via VoIP, email and at events/in person regarding air quality, climate change and public health issues. Backs other information officers when they are out of office.
40%-E	Writes drafts and edits news releases, media advisories, fact sheets, talking points, social media posts, brochures, newsletter articles and other communication materials as assigned. Assists Information Officer II-Creative Services with creation of social media content calendars and may provide multimedia assistance. Supports Information Officer II-Media & Outreach with related event planning and execution, including press conferences, media briefings and other CARB events.
15%-E	Supports the Director and Information Officer II in preparing and reviewing media, social media, multimedia, outreach, event plans, and

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	communications plans for projects related to outreach to external audiences. May assist in preparing briefing materials for the Chair, Executive Officer, CalEPA Secretary, or Governor's Office that could be politically sensitive.
5%-M	Monitor board meetings, attending outreach events and workshops, and basic administrative tasks such as required trainings and staff meetings.