

POSITION DUTY STATEMENT

PM-0924 (REV 01/2022)

CLASSIFICATION TITLE Associate Governmental Program Analyst	OFFICE/BRANCH/SECTION D-07/Division of External Affairs - Public Affairs Office	
WORKING TITLE Public Information Officer	POSITION NUMBER 907-003-5393-XXX	REVISION DATE 02/21/2024

As a valued member of the Caltrans leadership team, you make it possible for the Department to provide a safe and reliable transportation network that serves all people and respects the environment.

GENERAL STATEMENT:

The External Affairs Division in District 7 is responsible for communication with the public, elected official, the business community and the media. The Public Affairs Office, as one component of the External Affairs Division uses various methods to disseminate information about Caltrans activities to the public and media. The Associate Government Program Analyst, under the direction of the Public Affairs Manager, a Staff Services Manager I, serves as one of the first points of contact for public information requests received. The person in this position is responsible for promoting positive public relations on behalf of the District with business owners, local agencies, community member and the media.

CORE COMPETENCIES:

As an Associate Governmental Program Analyst, 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.

- **Flexibility and Managing Uncertainty** : Adjusts thinking and behavior in order to adapt to changes in the job and work environment. (Strengthen Stewardship and Drive Efficiency - Engagement)
- **Decision Making**: Makes critical and timely decisions. Takes charge. Supports appropriate risk. Makes challenging and appropriate decisions. (Strengthen Stewardship and Drive Efficiency - Engagement)
- **Reliability**: Ability to demonstrate dependability in meeting commitments, and providing a consistent work product. Takes responsibility for individual actions in order to meet deadline demands. (Strengthen Stewardship and Drive Efficiency - Engagement)
- **Problem-solving and Decision-making** : Identifies problems and uses logical analysis to find information, understand causes, and evaluate and select or recommend best possible courses of action. (Cultivate Excellence - Equity)
- **Interpersonal Savvy/Partnering**: Builds constructive and effective relationships, using diplomacy and tact. Is able to relate to a diverse set of individuals. (Strengthen Stewardship and Drive Efficiency - Engagement)
- **Customer Focus**: Considers, prioritizes, and takes action on the needs of both internal and external customers. (Strengthen Stewardship and Drive Efficiency - Engagement)
- **Communication**: Expresses oneself clearly in all forms of communication. Gives feedback and is receptive to feedback received. Knows that listening is essential. Keeps others in the Division and other functional units informed as appropriate. (Strengthen Stewardship and Drive Efficiency - Engagement)
- **Forward Thinking**: Anticipates the implications and consequences of situations and takes appropriate actions to be prepared for possible contingencies. Anticipates and prepares for future developments. (Strengthen Stewardship and Drive Efficiency - Engagement)
- **Diagnostic Information Gathering**: Identify information needed to clarify a situation, seeking that information from appropriate sources. (Strengthen Stewardship and Drive Efficiency - Engagement)

TYPICAL DUTIES:

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

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40%	E	Writes, edits, prepares and distributes news releases, traffic advisories, magazine articles, public service announcements, correspondence, newsletters, brochures, reports, speeches and scripts for radio or videos and other informational material. Writes articles for trade, District, Department and other transportation-related publications. Represents the District and Department as media spokesperson. Researches and respond to general queries from the public and partner agencies regarding Department policies and District projects. Coordinates with Headquarters and Agency personnel as required and management and other divisions to ensure accurate and timely responses are presented. Supports the executive team's external communications needs as required.
30%		Researches public concerns, collects and analyzes pertinent data, consults with all interested parties, compares alternatives and recommends appropriate action to resolve difficult issues. Researches and responds to related sensitive issues ranging from traffic problems, accidents, road conditions, construction projects and disasters either by written correspondence, e-mail or telephone
25%		Works to promote a positive image of Caltrans. Will be required to attend community events and meetings, chair meetings, greet the public and speak publicly. Incumbent also coordinates tours of the District Headquarters Building and Traffic Management Center (TMC). Responds to web, social media, e-mail or phone inquiries. Collaborates with the media relations staff on media events or inquiries. Provides interviews with the media.
5%		The Associate Government Program Analyst may be called in after hours to provide public informatoin during emergency situations and may write related articles and news release for Department/District publication.

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.

SUPERVISION OR GUIDANCE EXERCISED OVER OTHERS

Though not a supervisory position, incumbent may act as lead when working together on a project or in disseminating information to the public.

KNOWLEDGE, ABILITIES, AND ANALYTICAL REQUIREMENTS

Knowledge: Journalistic standards in writing, researching, preparing, producing and disseminating information utilizing all major media formats, including traditional and social media. Principles and techniques in establishing and maintaining good media and community relations. Excellent editing, grammar, punctuation and proofreading skill are necessary.

Ability: Write, edit and prepare communication material as noted in the Typical Duties section. Must possess skills in effective public speaking, data analysis and collection and maintaining composure under stress. Must be able to independently analyze data and situation and reason logically and objectively to solve problems. Present recommendations to management orally and in writing and implement recommendation. Sensitivity, professionalism and negotiation skills are highly desirable.

RESPONSIBILITY FOR DECISIONS AND CONSEQUENCES OF ERROR

The Public Affairs Officer is responsible for the accuracy and timeliness of all completed assignments. Delayed completion, poor judgment and inaccuracy of an assignment can adversely affect decision making and project delivery with associated costs to taxpayers if schedules are not met. Failure to provide accurate information and lack of tack or poor judgment in disseminating information may result in lawsuits and negative media reports for and loss of credibility to the Department and District programs and activities.

PUBLIC AND INTERNAL CONTACTS

Communicates with the media, local agencies, elected officials, business owners and the general public. Interacts internally with all levels of staff, including the District executive staff, Headquarters and Agency personnel.

PHYSICAL, MENTAL, AND EMOTIONAL REQUIREMENTS

Position requires a person who is able to handle stress and irate customers professionally and effectively. Must remain calm under pressure, have the ability to multi-task and adapt to changes in priority and complete tasks with short notice. Must be very flexible and able to cooperate as a team with other members of the unit. May be required to sit for long periods using a keyboard and monitor. Overtime may be required. Vacations may be restricted during emergencies or when special events are scheduled. Must be able to adapt behavior and work methods in response to changing information, conditions or unexpected obstacles.

WORK ENVIRONMENT

Primary work area will be within the District Office located in downtown Los Angeles in a climate controlled office under artificial

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lighting. Incumbent may be required to sit in the office for long periods of time using the computer. Travel throughout Los Angeles and Ventura counties to review projects, attend meetings, hearings and events, sometimes outside normal working hours, may be necessary.

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.)

EMPLOYEE (Print)

EMPLOYEE (Signature)

DATE

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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