

DUTY STATEMENT

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Employee Name: TBD	Current Date: TBD
Classification: Deputy Director of Communications	Position #: TBD
Division/Office: Chair's Office	CBID:
Section: Office of Communications	
Supervisor Name: Lys Mendez	Supervisor Classification: Communications Director

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

DUTY STATEMENT

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

This position will supervise nine staff: one Air Pollution Specialist, four Information Officer IIs, three Information Officer Is, and one Staff Services Manager I.

FOR LEADPERSONS OR TEAM LEADERS ONLY:

N/A

MISSION OF SECTION:

The California Air Resources Board's (CARB) mission is to promote and protect public health, welfare, and ecological resources through effective reduction of air pollutants while recognizing and considering effects on the economy. CARB is the lead agency for climate change programs and oversees all air pollution control efforts in California to attain and maintain health-based air quality standards. With a budget of over \$2 billion and a staff of over 1,800, the Board plays a critical role in moving forward key regulations that impact the public health of all Californians. The legislature, media and public take a serious interest in this work on a regular basis.

The Chair's Office plans, organizes and directs the work of the CARB divisions responsible for protecting air quality in California. The Office of Communications within the Chair's Office ensures that accurate and timely information is provided to the public, media, and stakeholders while upholding CARB's branding and mission.

CONCEPT OF POSITION:

The Deputy Director of Communications reports to the Communications Director and serves in a supervisory role to one Air Pollution Specialist, four Information Officer IIs, three Information Officer Is, and one Staff Services Manager I and will assist in the planning, organizing, and directing of the Office of Communications activities within the Office of the Chair at CARB. In conjunction with the Communications Director, the Deputy Director also serves as a spokesperson for CARB on a wide range of the Board's climate and air quality issues before statewide, national, and international media and acts as a lead information officer for public and media relations inquiries.

An ideal candidate will have expertise in communications with a strong commitment to the mission, vision, and values underlying CARB – a commitment to clean air for all Californians and a focus on priority communities that have been overburdened by air pollution for decades. The incumbent should possess a sophisticated understanding of CARB programs, incentives, regulations and be knowledgeable in the legal, social, and political issues involved in fulfilling CARB's mandate. Additionally, they must possess a proven ability to recognize and balance the interests of diverse stakeholders. The incumbent will have a demonstrated track record as a highly ethical, proven leader with excellent leadership skills who is an innovative problem-solver and a skilled communicator.

<u>% OF TIME</u>	<u>RESPONSIBILITIES OF POSITION</u>
35%-E	Supports and advises on existing policy over statewide external communications and public information activities so that CARB can

DUTY STATEMENT

	<p>continue to meet its policy goals. Develops policies and drafts communication guidelines and appropriate content for press releases to ensure CARB's branding is consistent, including developing and implementing a review process that ensures all public facing communications reflects CARB's vision, policies, goals, and objectives.</p> <p>Provides support and advises on existing policy related to social media and branding and develops and implements policies for CARB supports an increased and cohesive presence on a variety of social media platforms that support CARB's activities and initiatives. Directs staff on the development of branding, graphic designs, and images used in public messaging.</p> <p>Supports and advises on existing internal communication and develops strategic communication plans to accomplish effective and timely internal communication and information for all CARB employees. Develops and maintains methodologies for the dissemination of information and advises and provides direction in internal communications of major changes in programs, policy, services, strategy, and technology.</p>
<p>35%-E</p>	<p>Ensures compliance with state and federal laws, rules, regulations, bargaining unit contracts, and policies in all personnel practices, including, but not limited to hiring, employee development, and management. Recruits, hires, trains, develops, and provides leadership to a diverse staff.</p> <p>Supervises staff in the Office of Communications. This includes monitoring, evaluating, and creating written performance appraisals of staff. Counsels staff and initiates disciplinary actions as necessary.</p> <p>Identifies appropriate long-range plans and goals to address succession planning and knowledge transfer. Submits administrative requests including leave, travel, and training in a timely and appropriate manner. Accurately reports time and promptly approves timesheets.</p>
<p>20%-E</p>	<p>Represents the Board as a spokesperson to the public and news media and acts as the liaison with the public, media, and stakeholders. Functions at a high degree of independence and directs staff on all matters relative to internal/external communications, press/media relations, social media, the Board's public website, video production and graphic design, publishing services, and public outreach as well as education to meet the mission, business needs, and objectives of the Board.</p> <p>Serves as a spokesperson for CARB on a wide range of the Board's climate and air quality issues before statewide, national, and international media</p>

DUTY STATEMENT

	<p>and acts as a lead information officer for public and media relations inquiries. Advises, coordinates, and responds to controversial and sensitive inquiries from the news media, legislative staff (in coordination with Office of Legislative Affairs), the public, and others with strong personal interests on a wide range of CARB public interest topics throughout the State. Composes. Edits, and provides direction on media briefing papers, talking points, speeches, news releases, media advisories, fact sheets, strategic responses, and reports.</p>
10%	Performs other job-related duties as assigned.