

**POSITION DUTY STATEMENT**

DOT PM-0924 (REV 08/2024)

CLASSIFICATION TITLE Information Officer I (Specialist)	OFFICE/BRANCH/SECTION District 7/Media Relations and Public Affairs Office	
WORKING TITLE Public Information Officer	POSITION NUMBER 907-003-5601-XXX	REVISION DATE

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:**

Under the general direction of the Media Relations/Customer Service Manager, an Information Officer II, the incumbent performs the more complex professional and technical tasks associated with a comprehensive program to inform the public and local agency partners of the District's and Department's programs and activities. This includes developing media and general communication campaigns; providing proactive and reactive responses to the media; and supporting internal and external communications. Occasional travel may be required. Possession of a valid driver's license is required when operating a state owned or leased vehicle.

**CORE COMPETENCIES:**

As an Information Officer I (Specialist), 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.

- **Creativity and Innovation:** Thinks beyond the confines of traditional models to recognize opportunities, seek creative solutions and take intelligent risks. (Safety First, Cultivate Excellence, Enhance and Connect the Multimodal Transportation Network, Strengthen Stewardship and Drive Efficiency, Lead Climate Action, Advance Equity and Livability in all Communities - Engagement, Equity, Innovation, Integrity, Pride)
- **Decision Making:** Makes critical and timely decisions. Takes charge. Supports appropriate risk. Makes challenging and appropriate decisions. (Safety First, Cultivate Excellence, Enhance and Connect the Multimodal Transportation Network, Strengthen Stewardship and Drive Efficiency, Lead Climate Action, Advance Equity and Livability in all Communities - Engagement, Equity, Innovation, Integrity, Pride)
- **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. (Safety First, Cultivate Excellence, Enhance and Connect the Multimodal Transportation Network, Strengthen Stewardship and Drive Efficiency, Lead Climate Action, Advance Equity and Livability in all Communities - Engagement, Equity, Innovation, Integrity, Pride)
- **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. (Safety First, Cultivate Excellence, Enhance and Connect the Multimodal Transportation Network, Strengthen Stewardship and Drive Efficiency, Lead Climate Action, Advance Equity and Livability in all Communities - Engagement, Equity, Innovation, Integrity, Pride)
- **Relationship Building:** The ability to develop and maintain internal and external trust and professional relationships, which includes listening and understanding to build rapport. (Safety First, Cultivate Excellence, Enhance and Connect the Multimodal Transportation Network, Strengthen Stewardship and Drive Efficiency, Lead Climate Action, Advance Equity and Livability in all Communities - Engagement, Equity, Innovation, Integrity, Pride)
- **Customer Focus:** Considers, prioritizes, and takes action on the needs of both internal and external customers. (Safety First, Cultivate Excellence, Enhance and Connect the Multimodal Transportation Network, Strengthen Stewardship and Drive Efficiency, Lead Climate Action, Advance Equity and Livability in all Communities - Engagement, Equity, Innovation, Integrity, Pride)
- **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. (Safety First, Cultivate Excellence, Enhance and Connect the Multimodal Transportation Network, Strengthen Stewardship and Drive Efficiency, Lead Climate Action, Advance Equity and Livability in all Communities - Engagement, Equity, Innovation, Integrity, Pride)
- **Analytical Skills:** Approaches problems using a logical, systematic, and sequential approach. Weighs priorities and recognizes underlying issues. (Safety First, Cultivate Excellence, Enhance and Connect the Multimodal Transportation Network, Strengthen Stewardship and Drive Efficiency, Lead Climate Action, Advance Equity and Livability in all Communities - Engagement, Equity, Innovation, Integrity, Pride)
- **Thoroughness:** Ensures that work and information is complete and accurate. Ensures that assignment goals, objectives, and completion dates are met. Documents and reports on work progress. (Safety First, Cultivate Excellence, Enhance and Connect the Multimodal Transportation Network, Strengthen Stewardship and Drive Efficiency, Lead Climate Action, Advance Equity and Livability in all Communities - Engagement, Equity, Innovation, Integrity, Pride)

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**TYPICAL DUTIES:**

Percentage	Essential (E)/Marginal (M) <sup>1</sup>	Job Description
40%	E	Write, edits, prepares and distributes news releases, traffic advisories, magazine articles, public service announcements, correspondence, newsletters, brochures, fact sheets, reports, talking points, speeches, scripts for radio and video, and other information material. Writes articles for trade, District, Department and other transportation-related publications. Represents District and Department as media spokesperson. Researches and responds 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
35%	E	Works to promote a positive image of Caltrans in the media using traditional and social media methods. Researches and responds to media inquiries and suggests story ideas. Prepares and produces video newscast updates to highlight Department activities and initiatives. Responds to public inquiries regarding Department and District activities. Assists in promoting a spirit of cooperation with Caltrans' internal and external customers and Identifies opportunities for community engagement to deepen twoway communications. May give presentations to local groups.
20%	E	Attends meetings to communicate positive benefits of construction projects and ease concerns of any disruptions to the traveling public. Develops and maintains local public awareness campaigns for Caltrans projects and activities, including statewide "Be Work Zone Alert," "Slow for the Cone Zone," "Move Over" and Clean California campaigns. May develop booth displays and radio and newspaper advertisements. May also oversee contractors hired to provide public awareness campaigns for Caltrans projects.
5%	M	May be required to be on-call after hours to respond to governmental, media and public calls during any emergency events. May be required to work at District, regional or state-level Emergency Operations Centers and represent the Department at multi-agency command posts at locations of incidents.

<sup>1</sup>ESSENTIAL 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**

Must possess exemplary writing skills including proper grammar usage, spelling and punctuation in order to prepare responses to the general public, local officials and internal stakeholders. Must have ability to research, analyze data, and develop and evaluate alternatives. Must be able to effectively express and present ideas and information both orally and in writing, and develop and maintain good working relationships with management, staff, elected officials, media, general public and community organizations.

Must be able to think quickly, communicate effectively, listen attentively and objectively manage public attitudes within emotionally-charged issues, using tact and good judgment. Sensitivity, professionalism and negotiation skills are highly desirable. Experience in planning, organizing and making decisions in order to solve communications problems, including those dealing with public perception. Ability to analyze situations accurately, set priorities, evaluate problems and adopt effective courses for action. Demonstrated capacity for assuming progressively greater responsibility; emotional stability under stress; and appreciation for the need to inform and educate the public on various phases of the district's programs. Ability to gain and hold the confidence and respect of those contacted while work is performed. Experience with Microsoft Word, Excel, Power Point, Outlook, Acrobat reader/writer, internet and social media.

Must have knowledge of journalistic standards in writing, researching, preparing, producing and disseminating information utilizing all major media formats, including traditional and social media. Must possess the ability to compose, write, edit and prepare for publication or reproduction news releases, magazine articles, correspondence, booklets, justifications, brochures, pamphlets, reports, speeches, scripts for radio, television or motion pictures, or other informational material. Must have ability to conduct live or taped interviews for radio and television.

Must be able to participate in public relations activities or emergency reporting as needed, after normal working hours. Requires the ability to travel independently and set up miscellaneous multimedia and miscellaneous equipment for presentations or events. Consistent attendance is a requirement and an essential function of the program, and the Information Officer is expected to be punctual and dependable.

**RESPONSIBILITY FOR DECISIONS AND CONSEQUENCES OF ERROR**

The Public Information Officer is responsible for the accuracy and timeliness of all completed assignments. Delayed completion,

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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. As a representative of Caltrans, it is imperative that the Public Information Officer maintain a professional demeanor and is knowledgeable in Caltrans policies and procedures, mission, vision, goals and principles. Errors in decisions may result in erroneous information to the media, public and legislature. This may cause embarrassment to the Department and create a lack of credibility with the public. Communication errors or incomplete information could endanger and/or inconvenience the public, result in major citizen concerns, complaints, and/or possible litigation against the state, erroneous media reports, and/or negative image with the public and elected officials.

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### 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.

This position confers with various levels of staff, the media, the public and other state, local and federal representatives.

Interacts internally with all levels of staff, including the District Executive Management Team, Headquarters and Agency personnel; extensive daily contact with the public and media and elected officials is required. The quality of contact made by this position can influence public perception toward the Department.

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### PHYSICAL, MENTAL, AND EMOTIONAL REQUIREMENTS

Ability to work on a keyboard and operate a computer.

Must be physically able to sit at a desk for long periods of time while using either a writing implement, talking on the phone, or utilizing a computer.

Activities also include bending, stooping, pushing, pulling, lifting office and/or multi-media equipment, standing for extended periods of time, and continuous hand movement while writing or using the computer.

Must have the ability to multi-task, adapt to changes in priorities, and complete tasks or projects within established time frames.

Incumbent must sustain concentration level needed for reviewing material, auditing, problem solving and reasoning.

Must deal effectively with pressure, resolve emotionally charged issues reasonably and diplomatically, and remain optimistic and persistent under adversity. This requires respectful consideration for needs, feelings and capabilities of different people in different situations.

Incumbent may be required to lift and/or carry items and/or equipment weighing up to 25 lbs.

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### WORK ENVIRONMENT

Incumbent will work in a climate-controlled environment under artificial light, and may be required to telework.

May be exposed to a variety of hazardous and/or unpleasant field conditions including working next to high speed traffic, during darkness, uneven walking surfaces, during wet, rainy, cold or hot weather or any other type of weather conditions. May also be exposed to unpleasant traffic accident scenes which could include seriously injured or deceased persons.

Frequent travel within the District may be required. Occasional travel within the state to attend various meetings, training, conferences, and/or seminars will be required. Possession of a valid driver's license and current defensive driver's certification are required when operating a state owned or leased vehicle.

Incumbent will adhere to regularly established working hours; however, it may be necessary to respond to incidents within the District after normal working hours, on weekends and/or holidays. Overtime may be required and vacations may be restricted during peak periods.

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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.)

I agree that by providing my electronic signature for this form, I agree to conduct business transactions by electronic means and that my electronic signature is the legal binding equivalent to my handwritten signature. I hereby agree that my electronic signature represents my execution or authentication of this form, and my intent to be bound by it.

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EMPLOYEE (Print)

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EMPLOYEE (Signature)

DATE

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

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SUPERVISOR (Print)

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SUPERVISOR (Signature)

DATE

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