

POSITION DUTY STATEMENT

PM-0924 (REV 01/2022)

CLASSIFICATION TITLE Associate Governmental Program Analyst	OFFICE/BRANCH/SECTION District 8/ Administration / External Affairs/ Project and Infra. Rel	
WORKING TITLE Public Information Officer - Construction	POSITION NUMBER 908-010-5393-008	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 direction of the Manager of the Project and Infrastructure Relations unit, a Staff Services Manager I, the Public Information Officer contributes to Caltrans District 8's public outreach and media affairs efforts. The Public Information Officer (Associate Governmental Program Analyst) will join a team responsible for communicating key information to the media and public in a dynamic environment. The incumbent is responsible for developing and implementing strategies that protect and enhance the reputation of Caltrans. The incumbent is also responsible for developing outreach and media events for Caltrans transportation projects. The Public Information Officer will also emulate the Caltrans mission, vision, values, and goals and increase awareness of ways the department is working to benefit the public.

Work schedules may change, depending on workload and business needs. Some work commitments and meetings will occur after normal business hours. A valid Class C driver's license is highly desirable.

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.

- **Learning on the Fly:** Learns quickly, is open to change, experiments, and is flexible. (Cultivate Excellence - Innovation)
- **Decision Making:** Makes critical and timely decisions. Takes charge. Supports appropriate risk. Makes challenging and appropriate decisions. (Strengthen Stewardship and Drive Efficiency - Integrity)
- **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. (Cultivate Excellence - Integrity)
- **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 - Integrity)
- **Teamwork/Partnership:** Develops, maintains, and strengthens partnerships with others inside or outside of the organization through effective communication and collaboration. (Cultivate Excellence - Integrity)
- **Customer Focus:** Considers, prioritizes, and takes action on the needs of both internal and external customers. (Cultivate Excellence - Integrity)
- **Interpersonal Effectiveness :** Effectively and appropriately interacts and communicates with others to build positive, constructive, professional relationships. Tailors communication style based on the audience. Provides and is receptive to feedback. (Cultivate Excellence - Innovation, Integrity)
- **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. (Cultivate Excellence - Innovation, Integrity)
- **Organizational Skills:** Keeps work prioritized and organized. Logically approaches situations. (Strengthen Stewardship and Drive Efficiency - Innovation)

TYPICAL DUTIES:

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

POSITION DUTY STATEMENT

PM-0924 (REV 01/2022)

50%	E	The incumbent will represent Caltrans as a spokesperson and will establish, develop and maintain contact with the media, the public and communities, including professional and civic organizations, to promote Department activities. Build and maintain strong working relationships with the media, partner agencies and stakeholders. Write, edit, prepare and distribute news releases, traffic advisories, news articles, public service announcements, correspondence, newsletters, reports, speeches, scripts for radio and video and other informative material. Conduct research and provide responses to inquiries from the public and media regarding transportation issues and Caltrans projects. Conduct community outreach events to inform the public of Caltrans activities. Address concerns and inquiries through written and verbal correspondence in a timely manner. Support the District's internal and external communication plan. Promote a positive image for the Department using traditional and social media outlets. Plan, prepare and conduct presentations for internal and external audiences using Power Point and other Microsoft software. Communicate key messages to increase awareness of Caltrans efforts and articulate department positions on various topics. Coordinate with Caltrans personnel, including District management and Headquarters, to ensure accurate and timely information is dispersed and the highest quality customer service is provided.
40%	E	Develop and implement strategic, proactive communication plans and campaigns to better inform and engage with stakeholders. Visit Caltrans project sites, sometimes during non-standard business hours, to gather information and collect video or photo footage to share with the public and media. Prepare and produce video content using an iPhone to highlight the District's activities and initiatives. Prepare creative social media material and schedule posts strategically for broad and timely dissemination via Twitter, Facebook and Hoot Suite. Monitor social media content, engaging with the public to share information and respond to inquiries in a timely and appropriate manner. Ensure that content and images on the District website and social media pages are updated regularly. Research and suggest story ideas and project material. Plan, organize, setup, breakdown and participate in public and media events, including Press Conferences, Ground Breakings, Ribbon Cuttings and other ceremonial events. Share live highlights from press conferences, ceremonies, and public meetings in real time by using an iPhone and other technology. Incumbent will be required to conduct live or tape radio or television interviews.
10%	E	Develop displays and content for public outreach meetings. Maintain public affairs contact lists and calendars. Develop content for the District's Newsletter. Research and respond to Public Record Act (PRA) requests. Will be required to provide after-hour support by disseminating information to the traveling public via social media and/or traffic advisories, including availability to commute to major incidents and respond to media inquiries. Represent the Department at Emergency Operations Center's (EOC) for the District and local agencies during emergency situations and disasters. Other duties as assigned.

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

Must be able work independently, exercise good judgment and assume a leadership role in a team environment when developing media strategies and/or public events. May act in the absence of the Manager of Infrastructure and Project Relations.

KNOWLEDGE, ABILITIES, AND ANALYTICAL REQUIREMENTS

Must have knowledge of techniques for preparing, producing and disseminating information utilizing all major media communication channels; principles and techniques of establishing and maintaining good relations with news media and other public groups and knowledge of local government operations, public event management, and marketing. Must be skilled at handling multiple tasks and projects in various stages of development and implementation.

Must be skilled at writing, including proper grammar usage, spelling and punctuation. Must possess the ability to write, edit, and prepare for publication or reproduction news releases, magazines articles, correspondence, booklets, brochures, pamphlets, magazines, reports, speeches, scripts for radio, television or motion pictures, and other informational material; speak effectively; assume responsibility for the administration of a public information program.

Must have ability to analyze data, develop and evaluate alternatives. Must possess the ability to express and present ideas and information effectively both orally and in writing; develop and maintain good working relationships with management, staff elected officials of the media the general public and community organizations. Must possess the ability to think quickly through problems and respond appropriately.

Analyzes and solves communication problems, including those dealing with public attitudes. Immediate reaction is often a necessary part of dealing with communication problems. Must be able to provide rapid analysis of alternatives and potential impacts.

Appreciation of news values; ability to analyze situation accurately and adopt effective courses for action; demonstrated capacity

ADA Notice

For individuals with sensory disabilities, this document is available in alternate formats. For alternate format information, contact the Forms Management Unit at (279) 234-2284, TTY 711, or write to Records and Forms Management, 1120 N Street, MS-89, Sacramento, CA 95814.

POSITION DUTY STATEMENT

PM-0924 (REV 01/2022)

for assuming progressively greater responsibility; emotional stability under stress; appreciation of the need to inform and educate the public on various phases of the district's programs; ability to establish and maintain cooperative working relations with news media and other public groups; ability to gain and hold the confidence and respect of those contacted while work is performed. Must be skilled at working with people and have ability to work cooperatively with other public information office staff and peer group.

Must be able to participate in public relations activities after normal working hours. Requires the ability to travel independently and set up miscellaneous multimedia and miscellaneous equipment for presentations or events.

RESPONSIBILITY FOR DECISIONS AND CONSEQUENCES OF ERROR

The Associate Governmental Program Analyst is responsible for the accuracy and timeliness of all assignments. Delayed completion, poor judgment, and inaccuracy of assignments 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 tact or poor judgment in disseminating information may result in loss of credibility to the department. The incumbent must understand they will be exposed to highly confidential and sensitive material and information. Errors in judgment and inappropriate actions of the incumbent could reflect adversely on the district, the department and the California Transportation Agency. As a representative of Caltrans, it is imperative that the Public Information Officer operates with integrity and maintains a professional demeanor. The quality of contacts made by this position can influence public attitudes toward the department. Communication errors or incomplete information could endanger and/or inconvenience the public, result in public concern, suits against the State, erroneous media reports, and/or negative image with the public and elected officials.

PUBLIC AND INTERNAL CONTACTS

This position confers with various levels of staff, the media, the public and other state, local and federal representatives. Incumbent must possess strong communication skills and be able to address concerns in a professional and timely manner. Incumbent will be required to conduct live or tape radio or television interviews. Extensive daily contact with public, media, local staff and management, and elected officials is required. The quality of contacts made by this position can influence public attitudes toward the department.

PHYSICAL, MENTAL, AND EMOTIONAL REQUIREMENTS

PHYSICAL: The incumbent will be required to operate within confined spaces, which may require some stooping, bending, standing or sitting for prolonged periods. May be required to stay seated at desk except during designated breaks and lunch meal periods. Will be required to operate a state vehicle. May be required to move equipment which may require lifting, pushing and moving items. May be asked to sit or stand for prolonged periods. Will assist with event setup and breakdown, including setting up large equipment including, but not limited to: pop-up tents, podiums, sound systems, A/V equipment, tables, chairs, etc. Incumbent should be able to lift and/or carry up to 25 pounds. Incumbent is expected to make field visits often and may spend extended periods of time on the scene including, but not limited to: on highways, at maintenance stations, project sites, and at the Transportation Management Center. Must be able to operate a desktop and laptop computer and iPhone. Must be able to participate in public relations activities after normal working hours and may be called to respond to emergencies or incidents on nights and weekends. On call hours are required for this position.

MENTAL: Possess the ability to apply sound professional judgment in problem solving. Develop and maintain cooperative working relationships. Sustain the mental comprehension to prepare correspondence, press releases, solve problems, analyze and reason solutions and initiate appropriate actions; multi-task, adapt to changes in priorities and complete tasks or projects within short notice. Maintain a professional attitude during hazardous and accident-scene type situations. Must be able to deal with tight deadlines.

EMOTIONAL: Incumbent must recognize emotionally charged issues and problems and acknowledge appropriate responses while maintaining a professional manner. Must be able to endure 12-hour shifts during emergency situations; maintain composure when responding to accident-related incidents, and have a sound emotional reaction during conflicts. Develop and maintain cooperative working relationships and respond appropriately to difficult situations

WORK ENVIRONMENT

Primary work area will be within the District Office in a climate controlled area under artificial lighting. Incumbent may be required to sit in the office for long periods of time using the computer and answering the phones. Travel will be required throughout Southern California. Standard work hours are Monday - Friday, 8:00 a.m. - 5:00 p.m., however after-hour on call will be required. Punctual and regular attendance is required. Incumbent may be exposed to a variety of hazardous field conditions such as freeway noise, uneven terrain, noise, dirt and unfavorable weather conditions. A valid Class C driver's license is desirable.

ADA Notice

For individuals with sensory disabilities, this document is available in alternate formats. For alternate format information, contact the Forms Management Unit at (279) 234-2284, TTY 711, or write to Records and Forms Management, 1120 N Street, MS-89, Sacramento, CA 95814.

POSITION DUTY STATEMENT

PM-0924 (REV 01/2022)

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