

**POSITION DUTY STATEMENT**

PM-0924 (REV 01/2022)

CLASSIFICATION TITLE Associate Governmental Program Analyst	OFFICE/BRANCH/SECTION HQ/ PM2/ Internal / External Communications	
WORKING TITLE Communication Coordinator	POSITION NUMBER 913-155-5393-008	REVISION DATE 06/28/2024

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:**

Under the general direction of the Chief (Staff Services Manager I), Internal/External Communications Branch, Division of Program Management (PM2) in the Planning and Modal Programs (PMP), the Associate Governmental Program Analyst serves as a Communication Coordinator for PM2. This position serves as part of the PM2's Communication Team implementing communication efforts and outreach techniques into all Division programs, services, and activities in PMP. Develops, plans, and coordinates communication efforts designed to exchange information and transfer knowledge.

**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.

- **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, 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, Advance Equity and Livability in all Communities - Engagement, Equity, Innovation, Integrity, Pride)
- **Initiative:** Ability to identify what needs to be done and doing it before being asked or required by the situation. Seeks out others involved in a situation to learn their perspectives. (Safety First, Cultivate Excellence, Enhance and Connect the Multimodal Transportation Network, Strengthen Stewardship and Drive Efficiency, 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, 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, Advance Equity and Livability in all Communities - Engagement, Equity, Innovation, Integrity)
- **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, 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, 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, Advance Equity and Livability in all Communities - Engagement, Equity, Innovation, Integrity, Pride)
- **Organizational Skills:** Keeps work prioritized and organized. Logically approaches situations. (Safety First, Cultivate Excellence, Enhance and Connect the Multimodal Transportation Network, Strengthen Stewardship and Drive Efficiency, Advance Equity and Livability in all Communities - Engagement, Equity, Innovation, Integrity, Pride)

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**TYPICAL DUTIES:**

Percentage		Job Description
Essential (E)/Marginal (M) <sup>1</sup>		
40%	E	<p><b>Communications Planning and Administration</b></p> <p>In a lead role; consults, advises and facilitates internal and external communication efforts for all PMP staff as part of the PM2 Communications Team. Work cooperatively and collaborate with stakeholders, cross-functional units and staff to advise and agree on mutually acceptable customized communication solutions. Uses project management software to manage project requests and report progress to management. Provides ad hoc reports to the PM2 Management Team with analysis of the performance agreement progress and recommendations for improvement.</p>
30%	E	<p><b>Communications Outreach</b></p> <p>In a lead role, uses desktop publishing software tools to coordinate, create and disseminate communication, marketing, and educational materials for PMP, PM2 and PMP Division's programs, products and services, including; e-blasts, infographics, presentations, brochures, informational articles, StoryMaps, reports, memos, public service announcements, newsletters, and e-mail correspondence.</p>
25%	E	<p><b>Communications Reporting Analysis and Performance Tracking</b></p> <p>Under general direction, gather communication delivery metrics to be used in the preparation of the weekly, monthly, quarterly, and annual reports for PMP and PM2 management. Prepare informational material, special articles, infographics, charts, and tables. Maintain communication content ensuring they are current and up-to-date. Analyze data gathered from communication campaigns and make recommendations to elevate future communication strategies. Maintain and grow mailing lists and databases by adding and updating contact information for individuals, groups, businesses, organizations, interest groups, the media and government contacts.</p>
5%	M	<p>Prepares written reports, issue papers, procedures, spreadsheets, e-mails and correspondence as necessitated by and for management. Assist managing the PM2 Communications shared email inbox. Respond to communication requests and provide timely resolution on outstanding issues. Attend or conduct meetings and assists in resolving internal workload issues. Performs special assignments as directed by the Branch or Office Chief.</p>

<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**

The position will not require direct supervision over others. However, the incumbent will function in a lead role on complex assignments, organize the work of peers, and oversee special assignments of other administrative staff. Provides extensive coordination with Division management in multiple locations, as well as administrators and management in other Divisions.

**KNOWLEDGE, ABILITIES, AND ANALYTICAL REQUIREMENTS**

Strong knowledge of marketing and communication tools (including desktop publishing software), and having the ability to develop marketing and communication strategies for products and services, is highly desirable. Must possess the ability to write creatively and effectively. Must possess knowledge of the principles of public information, public participation, marketing, communication, strategic planning, business administration and public administration. Must have knowledge of the Division's and Department's Mission, Vision, Goals, policies and procedures; Federal and State laws; and rules and regulations governing the Department and Division's programs.

Must have the ability to work independently. Must have the ability to establish and maintain project priorities; independently carry out assigned activities; exercise good judgment; gather, compile, analyze and interpret data; reason basically and creatively; develop formats to present and display data; use a variety of analytical techniques to propose solutions; develop and evaluate alternatives; present ideas effectively orally and in writing; work effectively with others as an interdisciplinary team member; establish and maintain effective and cooperative working relationships with those contacted during the course of the work; maintain a level of professional integrity to ensure that the best interests of the Division and Department are served; use a personal computer and various software programs.

Must have knowledge of the Department's strategic communication efforts; able to communicate concepts and techniques effectively; able to demonstrate the application of performance measurement techniques, and able to coach managers in the use

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of performance measurements as a tool.

Knowledge in software tools such as; Canva, Adobe Creative Cloud, Constant Contact, Camtasia, Survey Monkey, Smartsheet, and/or other multimedia software is highly desirable. The incumbent must be knowledgeable in uploading content onto websites and social media platforms including YouTube, Facebook, and Twitter. Proficiency in Microsoft Office Suite software is required.

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### RESPONSIBILITY FOR DECISIONS AND CONSEQUENCES OF ERROR

The consequence of errors in carrying out the responsibilities of communication and strategic planning would have significant impact on the Division's ability to contribute to the Department's mission and goals. This would result in a loss of confidence in the Department's capability to carry out and meet its commitments, higher program and projects costs, delays in program and project completion, lost funding opportunities and possible litigation.

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### PUBLIC AND INTERNAL CONTACTS

The incumbent has regular contact with management and staff throughout the Department in statewide Districts and headquarter Divisions, including the Executive Team in the Director's Office, and External Affairs.

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### PHYSICAL, MENTAL, AND EMOTIONAL REQUIREMENTS

The working hours will be set sometime between 7:00 a.m. and 6:00 p.m. The incumbent may be required to sit for long periods of time using a keyboard and video display terminal. The incumbent must possess self-confidence and project a customer service, positive, energetic attitude. The incumbent will independently interact with all levels of staff in the Department including the Directorate, District Directors, and Division Chiefs.

It is important that employees work with others in a cooperative manner. Ability to resolve emotionally charged issues reasonably and diplomatically. Must be able to develop and maintain cooperative working relationships with internal and external staff at all levels. Must deal effectively with pressure; multi-task; adapt to changing priorities; maintain focus and intensity, be open to change and new information; adapt behavior and work methods in response to new information, changing conditions, or unexpected obstacles; complete tasks/projects within a short time frame; behave in a fair and ethical manner toward others; and demonstrate a sense of responsibility and commitment to public service. The incumbent must value cultural diversity and other individual differences in the workforce. Must be able to consider and respond appropriately to the needs, feelings, and capabilities of different people in different situations; is tactful and treats others with respect.

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### WORK ENVIRONMENT

The incumbent works in front of a dual-monitor computer system under artificial light in an office setting with long periods of working in a sitting or standing position.

This position may be eligible for telework. The amount of telework is at the discretion of the Department and based on Caltrans's evolving telework policy. Caltrans supports telework, recognizing that in-person attendance may be required based on operational needs. Employees are expected to be able to report to their worksites with minimum notification if an urgent need arises. The selected candidate will be required to commute to the headquartered location as needed to meet operational needs. Business travel may be required, and reimbursement considers an employee's designated headquartered location, primary residence, and may be subject to CalHR regulations or applicable bargaining unit contract provisions. All commute expenses to the headquartered location will be the responsibility of the selected candidate.

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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.)

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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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