

Department of Consumer Affairs

Position Duty Statement

HR-041 (Revised 7/2015)

Classification Title Information Officer I (Specialist)	Board/Bureau/Division California Board of Accountancy
Working Title Outreach Coordinator	Office/Unit /Section / Geographic Location Administrative Services
Position Number 615-210-5601-003	Name and Effective Date

General Statement: Under the direction of the Information Officer (IO) II, the IO I (Specialist) works at the full journey level, with a high degree of independence, performing a full range of the more responsible, varied, and complex analytical work for the California Board of Accountancy's (CBA) Public Information office in the capacity of the CBA's Outreach Coordinator.

The IO I (Specialist) will be responsible for developing outreach opportunities to reach CBA stakeholders and deliver appropriate messages consistent with the CBA's Outreach Plan and other directives as established by the CBA. Duties include, but are not limited to, the following:

A. Specific Assignments [w/Essential (E) and Marginal (M) Functions]

75% (E) Outreach

Research, identify, and propose outreach and partnership opportunities with community-based organizations, nonprofits, associations, societies, educational institutions, student groups, and other stakeholders. Develop and maintain a robust system for tracking outreach and partnership communication efforts. Research community events and other outreach opportunities. 25%

Coordinate all logistics needed so the CBA can participate in events including, but not limited to, coordinating speakers, organizing booths, researching and drafting talking points, and designing and developing outreach materials including signage, pamphlets, brochures, and surveys. Assess the effectiveness of outreach events, publications, and surveys and recommend improvements to management. 25%

Promote the CBA's mission and services at outreach events. Represent the CBA at various events sponsored by the CBA and outside organizations. Give presentations and facilitate outreach events. Act as a liaison with all stakeholders and answer questions, explain laws and regulations, and distribute CBA information to create public interest and promote a positive image of the CBA. Collaborate with CBA managers and staff to ensure appropriate staffing at outreach events. 10%

Research conferences and events to identify consumer and profession-related speaking opportunities. Work closely with the Information Officer II to develop a strong speaking program, including research to identify where outreach is needed and coordinating opportunities to engage with the public. Establish relationships with conference organizers to provide speaking opportunities for CBA leadership. Consult conference event staff to plan logistics for conferences. Consult with the Information Officer II and draft talking points for conference speeches and public events. 10%

Prepare and submit reports regarding outcomes of outreach events. Present reports to the CBA and management. Respond to public inquiries as the Outreach Coordinator. Promote and assist consumers and stakeholders in understanding how to navigate online resources, including, but not limited to, License Lookup, online license renewal, online examination and CPA licensure applications, and various resource materials. 5%

15% (E) Outreach Policy Development

Develop and formulate policies and procedures for the CBA's outreach program to help ensure the efficient and effective promotion of the CBA's mission of consumer protection. Maintain, review, and update these policies and procedures by reviewing and analyzing the CBA's outreach efforts to determine if the CBA's mission of consumer protection is being appropriately met.

10% (M) Backup for Design of CBA Materials

Serve as a backup to the Multimedia Specialist to assist with the creation and design of CBA materials as necessary.

B. Supervision Received

The IO I (Specialist) is under administrative direction of the IO II but may receive assignments from the Administration Chief or Executive Officer.

C. Supervision Exercised

None.

D. Administrative Responsibility

None.

E. Personal Contacts

The IO I (Specialist) has direct and daily contact with CBA management, staff, external stakeholders, and consumers. The IO I (Specialist) has frequent contact with DCA, various public accounting organizations, professional societies and governmental entities. The IO I (Specialist) has occasional contact with the Business, Consumer Services and Housing Agency; the Governor's Office; and the Legislature.

F. Actions and Consequences

Failure to properly direct a comprehensive public and constituent information program would hinder the Board's outreach efforts.

G. Functional Requirements

No specific physical requirements are present: the incumbent works 40 hours per week in an office setting, with artificial light and temperature control. Daily access to and use of a personal computer and telephone is essential. Sitting and standing requirements are consistent with office work.

H. Other Information

Travel is required for this position. Events necessitating an overnight stay may occur up to six times per year, as well as various other day trips. Incumbent must possess excellent written, oral communication, and design skills, use good judgment in decision-making, exercise creativity and flexibility in problem identification and resolution, manage time and resources effectively, and be responsive to DCA management needs. This position has access to confidential or sensitive information related to consumers of CBA services and/or employees of the CBA. The individual occupying this position is expected to maintain the privacy and confidentiality of such information at all times.

In all job functions, employees are responsible for creating an inclusive, safe, and secure work environment that values diverse cultures, perspectives, and experiences, and is free from discrimination. Employees are expected to provide all members of the public equitable services and treatment, collaborate with underserved communities and tribal governments, and work toward improving outcomes for all Californians.

This position is subject to Title 16, section 3830 of the California Code of Regulations, the Department of Consumer Affairs' Conflict of Interest Regulations. The incumbent is required to submit a Statement of Economic Interests (Form 700) within 30 days of assuming office, annually by April 1st, and within 30 days of leaving office.

I have read and understand the duties listed above and I can perform these duties with or without reasonable accommodation. (If you believe reasonable accommodation is necessary, discuss your concerns with the hiring supervisor. If unsure of a need for reasonable accommodation, inform the hiring supervisor, who will discuss your concerns with the Health & Safety analyst.)

Employee Signature

Date

Employee's Printed Name, Classification

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

Supervisor Signature

Date

Printed Name, Classification

December 2024

