

**POSITION DUTY STATEMENT**

PM-0924 (REV 01/2022)

CLASSIFICATION TITLE Information Officer I (Specialist)	OFFICE/BRANCH/SECTION District 5 Administration/External Affairs Branch	
WORKING TITLE Public Information Officer	POSITION NUMBER 905-001-5601-XXX	REVISION DATE 12/06/2023

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 direction of the External Affairs Branch Chief, this Public Information Officer ensures that the District and Department are accurately and favorably represented to the news and general public. Implements statewide Department and District media policy. Advises the District Director on media relations and assists and prepares the District Director for press conferences and other media events and public presentations. Plans, writes, edits and otherwise prepares District press releases and other informational material. Serves as District spokesperson to the media to public groups, media, and individuals inquiring about the District's activities. Arranges participation of other District and Department officials as speakers before public groups, or on radio or television newscasts or other programs. Collects, evaluates and distributes information from District sources to public and stakeholders.

**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. (Cultivate Excellence - Innovation)
- **Decision Making:** Makes critical and timely decisions. Takes charge. Supports appropriate risk. Makes challenging and appropriate decisions. (Cultivate Excellence - Integrity)
- **Ethics and Integrity:** Demonstrated concern to be perceived as responsible, reliable, and trustworthy. Respects the confidentiality of information or concern shared by others. Honest and forthright. Conforms to accepted standards of conduct. (Cultivate Excellence - Integrity)
- **Conflict Management:** Recognizes differences in opinions and encourages open discussion. Uses appropriate interpersonal styles. Finds agreement on issues as appropriate. Deals effectively with others in conflict situation. (Cultivate Excellence - Equity)
- **Teamwork and Collaboration:** Sets team structure. Organizes, leads, and facilitates team activities. Promotes team cooperation and encourages participation. Capable of cross functionality and working well with others on a team to achieve personal goals, team goals, and organizational goals. Takes responsibility for individual actions in order to achieve consistent results. (Cultivate Excellence - Equity)
- **Customer Focus:** Considers, prioritizes, and takes action on the needs of both internal and external customers. (Cultivate Excellence - Integrity)
- **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. (Cultivate Excellence - Engagement)
- **Analytical Skills:** Approaches problems using a logical, systematic, and sequential approach. Weighs priorities and recognizes underlying issues. (Cultivate Excellence - Integrity)
- **Commitment/Results Oriented:** Dedicated to public service and strives for excellence and customer satisfaction. Ensures results in their organization. (Cultivate Excellence - Engagement)

**TYPICAL DUTIES:**

Percentage	Job Description
Essential (E)/Marginal (M) <sup>1</sup>	

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40%	E	Provides accurate and timely communications with external stakeholders while maintaining a positive image of Caltrans and District 5. Provides the District Director and functional units with all necessary information to ensure they have accurate responses to inquiries from outside sources. The following are typical tasks:  Provides accurate information regarding transportation issues relating to Caltrans, to groups or individuals.  Briefs the District Director and Deputies in preparation for meetings with media, groups or elected officials and on sensitive issues.  Responds to information requests from elected officials and their staff regarding ongoing Caltrans projects.  Plans, schedules and appears at meetings, press conferences and other events and ceremonies. Coordinates District, Department, Agency and Governors Office participation in public events.  Writes articles for internal and external publications.  Acts as a District spokesperson in various situations.
30%	E	Researches, writes, edits and appropriately distributes press releases, flyers, traffic notices and other public information material in a timely manner. Maintains positive relationship with the news media.
20%	E	As a member of project development teams, develops proactive approaches to resolve public impact issues relating to transportation projects in their early stages. Advocates for public involvement in the planning and project development stages of transportation projects. Ensures that Caltrans staff is apprised of public issues related to project development, construction and maintenance.
10%	M	Miscellaneous- event planning, community outreach, and bilingual translations and interpretations.

<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**

None. May provide lead to student assistant.

**KNOWLEDGE, ABILITIES, AND ANALYTICAL REQUIREMENTS**

To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. The requirements listed below are representative of the knowledge, skill, and/or ability required. Reasonable accommodations may be made to individuals with disabilities to perform the essential functions.

**LANGUAGE SKILLS:**

The incumbent must have highly developed communication and negotiation skills. This individual must be able to apply principles of logical and scientific thinking to a wide range of intellectual and practical problems in order to respond to the most sensitive inquiries and complaints, and to represent the position of the Department vigorously, understandably, and persuasively. Must have the ability to write persuasive and understandable press releases describing controversial and technically complex subjects. Ability to speak effectively before media, elected officials, groups of customers or employees of organizations.

**ANALYTICAL ABILITY:**

This position requires the ability to analyze and interpret complex issues in all facets of transportation delivery. The incumbent must apply the principles of logical and scientific thinking to a wide range of intellectual and practical problems. They must have the ability to think logically and make reasoned responses in the face of highly charged, emotional situations sometimes involving conflicting interests. Must accurately identify and effectively resolve complex and sensitive public relations issues.

**REASONING ABILITY**

Ability to solve practical problems and deal with a variety of concrete variables in situations where only limited standardization exists. Ability to interpret a variety of instructions furnished in written, oral, diagram, or schedule form.

**RESPONSIBILITY FOR DECISIONS AND CONSEQUENCES OF ERROR**

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, and goals. The quality of contacts made by this position can influence public attitudes toward the Department. Errors in decisions may result in erroneous information to the media, public and

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legislature. This may cause embarrassment to the Department and create a lack of credibility with the public. Communications 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.

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### PUBLIC AND INTERNAL CONTACTS

Must provide excellent customer service in regular frequent contact with Caltrans staff, local government, legislators, attorneys, citizens in the private sector, elected officials, other public agency staff, management, representatives of citizens' groups and members of the public via telephone, e-mail, and in person. Contacts include inquires regarding all forms of transportation, status of projects, and other concerns of the Department. This requires the ability to deal effectively with potentially sensitive subjects, requiring the use of tact and judgment.

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### PHYSICAL, MENTAL, AND EMOTIONAL REQUIREMENTS

The physical demands described here represent those that must be met by an employee to successfully perform the essential functions of this job.

While performing the duties of this job, the employee is regularly required to sit. The employee frequently is required to stand; walk; and use hands and fingers to handle, or use objects, tools, or controls. The employee is occasionally required to reach with hands and arms; climb or balance; stoop, kneel, crouch, or crawl. Must be able to occasionally lift or carry up to 25 pounds.

Employee will be a backup to District PIOs and may be on call to respond to incidents 24/7. Must have the emotional ability to maintain composure in the face of confrontation and in highly charged emotional situations. Must have the resilience to withstand frequent negative reaction and keep it in the perspective of the job, while maintaining a positive attitude.

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### WORK ENVIRONMENT

The work environment characteristics described here are representative of those an employee encounters while performing the essential functions of this job. May be required to work nights and weekends.

The employee will normally work in a climate-controlled office under artificial light with a computer terminal and multiple phone lines. The noise level in the work environment is usually moderate. Employee may be exposed to a variety of hazardous and/or unpleasant field conditions including working next to high speed traffic; during darkness; during wet, rainy, cold or hot weather; or any other type of weather conditions.

While performing the duties of this job, the employee may be required to travel throughout the counties of District 5 boundaries, which may require overnight stays and weekend assignments. Must possess a valid driver's license and required driver's certification when operating a State owned vehicle.

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