

**POSITION DUTY STATEMENT**

PM-0924 (REV 01/2022)

CLASSIFICATION TITLE Staff Services Manager III	OFFICE/BRANCH/SECTION D5 Administration	
WORKING TITLE Public Affairs and Community Engagement Office Chief	POSITION NUMBER 905-001-4802-xxx	REVISION DATE 11/01/2024

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 Deputy District Director of Administration, a CEA, the Staff Services Manager III serves as the Public Affairs and Community Engagement Office Chief. The incumbent will serve as an advisor and subject matter expert on public outreach and education, engagement, and incorporating incorporating findings into the project development process. The incumbent develops and manages the Community Engagement Program at the district level to promote, incorporate, and support community engagement activities through resource materials, best practices, guidance, and templates to district staff for the purpose of equitably improving the multimodal transportation network and promoting equity and livability in all communities. The incumbent provides direction to the Public Information Branch, ensuring that press releases, social media, and all other public outreach is timely, effective, and anticipates the public's transportation needs. This position is responsible for management and supervisory responsibility over the Public and Legislative Affairs Branch, Community Engagement Support Branch, and two District Community Engagement Coordinators who work with project development teams to create and implement engagement plans.

**CORE COMPETENCIES:**

As a Staff Services Manager III, 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.

- **Flexibility and Managing Uncertainty** : Adjusts thinking and behavior in order to adapt to changes in the job and work environment. ( Advance Equity and Livability in all Communities - Engagement)
- **Decision Making**: Makes critical and timely decisions. Takes charge. Supports appropriate risk. Makes challenging and appropriate decisions. (Cultivate Excellence - Engagement)
- **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 - 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. ( Advance Equity and Livability in all Communities - Engagement)
- **Teamwork/Partnership**: Develops, maintains, and strengthens partnerships with others inside or outside of the organization through effective communication and collaboration. (Enhance and Connect the Multimodal Transportation Network, Advance Equity and Livability in all Communities - Engagement, Equity)
- **Organizational Awareness**: Contributes to the organization by understanding and aligning actions with the organization's strategic plan, including the mission, vision, goals, core functions, and values. (Cultivate Excellence, Strengthen Stewardship and Drive Efficiency - Engagement, Equity, Pride)
- **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. (Strengthen Stewardship and Drive Efficiency - Integrity)
- **Vision and Strategic Thinking**: Communicates the "big picture". Models the department's Vision and Mission to others. Influences others to translate vision into action. Future oriented, and creates competitive and break through strategies and plans. (Enhance and Connect the Multimodal Transportation Network, Strengthen Stewardship and Drive Efficiency - Equity, Pride)
- **Commitment/Results Oriented**: Dedicated to public service and strives for excellence and customer satisfaction. Ensures results in their organization. (Cultivate Excellence - Integrity)

**TYPICAL DUTIES:**

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

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40%	E	Community Engagement - Provides leadership and manages staff to build connections with local, state and federal government agencies, elected officials, tribal nations, private organizations, community groups, and members of the public in order to coordinate State transportation matters with local activities, projects, and plans. As the manager over the Engagement Support Branch and Engagement Planning Senior Specialists, ensures that community engagement processes are well conceived and that content is clear, concise, and includes well developed supporting graphics. This role supports a number of functions within District 5 by providing engagement planning and engagement support services district-wide. This includes engagement planning expertise and engagement support services that shape public engagement processes within the capital program broadly and for Transportation Planning, Maintenance, Traffic, and Administration. In addition to managing the processes above, this role will also represents the district in making decisions for the resolution of highly technical or politically sensitive problems, inter-agency, and public relations issues. Ensures all affected interests are aware of projects and that the appropriate level of communication takes place with each interest group, reducing the occurrence of project delays, and/or political embarrassment. Responsible for community outreach activities and actively involves the community in project planning and development. Actively participates in the district's Equity Committee and recommends concrete actions to the district's programs to implement the Caltrans Equity Statement.
35%	E	Public/Legislative Affairs - Develops and implements policies regarding legislative and media issues, and organizes major public relations efforts to publicize district programs. Provides the media with timely transportation information. This involves press releases, radio and television appearances, social media posting, and internet presence. Acts as a liaison between the district, Caltrans Headquarters and various legislative bodies (federal, state, and local) to provide input on State legislation related to transportation, evaluate the impact on the receipt of funds, and recommend alternative language when appropriate. Works directly with the Legislature and legislative staff in promoting the State's transportation related goals and initiatives and influencing policies with non- governmental organizations and other states' transportation agencies to develop and organize support for California's transportation initiatives. Ensures effective and timely communication between the District and the legislature making maximum use of all District resources. Serves as a major focal point for the District Director's office during emergency operations and major incidents from relations with the media and elected officials.
15%	E	Serve as the subject matter expert and focal point on public information and legislative affairs for the district. This work can include representing the District Director with HQ, CalSTA, and/or the Governor's Office on highly sensitive and/or political transportation issues. Responds to requests from CalSTA and/or the Governor's Office and develops communication plans in response to projects, emergencies, lawsuits, or other sensitive issues.
5%	E	Development, review, and analysis of cross-functional and/or highly sensitive projects, including representing the District Director when necessary. This may include meetings with external stakeholders, internal managers and/or staff, or elected officials.
5%	M	Responsible for the development of special studies, reports, analysis or investigations. Assignments will typically be of a sensitive nature, requiring a high level of confidentiality and may cross organizational boundaries.

<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**

Direct supervision of Public/Legislative Affairs Branch Chief (Information Officer II), Community Engagement Support Branch Chief, and two Community Engagement Managers (Senior Transportation Planners).

**KNOWLEDGE, ABILITIES, AND ANALYTICAL REQUIREMENTS**

Knowledge of community engagement techniques, web content management for used for public engagement and public information, and graphics tools, techniques, and processes required for the development of effective community engagement content. Knowledge of public information and media relation techniques and expertise in external messaging and emergency response public information needs.

Ability to: Reason logically and creatively and utilize a variety of analytical techniques to resolve complex governmental and managerial problems; develop and evaluate alternatives; analyze data and present ideas and information effectively both orally

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and in writing; consult with and advise administrators or other interested parties on a wide variety of subject-matter areas; gain and maintain the confidence and cooperation of those contacted during the course of work; review and edit written reports, utilize interdisciplinary teams effectively in the conduct of studies; manage a complex Staff Services program; establish and maintain project priorities; develop and effectively utilize all available resources.

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### RESPONSIBILITY FOR DECISIONS AND CONSEQUENCES OF ERROR

The incumbent works with a wide range of individuals, employees, public organizations and elected officials. Failure to successfully lead the District Public Affairs and Community Engagement Branch could impact credibility and public perception of the Department, negatively impact funding opportunities for state and local projects, result in loss of opportunities for small businesses, impact project delivery success, and subject the Department to potential litigation.

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### PUBLIC AND INTERNAL CONTACTS

The incumbent will be required to communicate with all levels of District and HQ Sacramento personnel and management, as well as other State Departments. Must conduct business in a professional manner and establish and maintain positive working relationships. Must be able to project competence and integrity when representing Caltrans. Incumbent will interface with external agencies, community groups, and elected officials and needs to represent the department well when doing so.

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### PHYSICAL, MENTAL, AND EMOTIONAL REQUIREMENTS

Develop and maintain cooperative working relationships. Must deal effectively with pressure; maintain focus and intensity yet remain optimistic and persistent, even under adversity. Create a work environment that encourages creative thinking and innovation. Enable others to acquire tools and support they need to perform well. Develop new insights into situations and apply innovative solutions to make organizational improvements. Create and sustain an organizational culture, which encourages others to provide the quality of service essential to high performance and productivity. Consider and respond appropriately to the needs, feelings, and capabilities of different people in different situations, is tactful and treats others with respect. Adjust rapidly to new situations warranting attention and resolution.

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### WORK ENVIRONMENT

While at their base of operation, the incumbent will work in an office setting with controlled temperatures under artificial light. Must be able to sit and/or stand and use a keyboard/mouse and video display monitor for extended periods of time. Occasional travel may be required to outside offices and/or facilities.

This position may be eligible for telework. The amount of telework is at the discretion of the Department and based on Caltrans's current telework policy. While Caltrans supports telework, in-person attendance may be required based on operational needs. Employees are expected to be able to report to their worksite with minimal notification if an urgent need arises. The selected candidate may be required to conduct business travel on behalf of the Department or commute to the headquartered location. Business travel reimbursements considers an employee's designated Headquarters 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