



**Classification:** Information Officer I (IO I)

**Working Title:** Press Secretary

**Position Number:** 356-310-5601-001

**Division/Unit:** Public Affairs and Communications (Executive)

**Assigned Headquarters:** 700 N. 10<sup>th</sup> Street | Sacramento, CA | 95811

**Position Eligible for Telework :** Yes

### Job Description Summary

The Press Secretary position is an important role for the Public Affairs and Communications (PAC) team. The Press Secretary handles news media inquiries and overall media relations and strategy as part of the broader effort to educate Californians about the California Lottery and its mission.

### Job Description

#### Essential Functions

**25% Media relations:** Respond to inquiries from journalists in a timely manner with relevant input from subject matter experts as needed. Create and implement media proactive outreach strategies, including researching target media, building press lists, and communicating directly with reporters. Manage strategic media lists for different opportunities and build relationships with the journalist community.

**25% Winner and jackpot awareness:** Contact winners and/or retailers and develop press releases and distribute them to relevant news agencies; publish news releases on the Lottery's public-facing website; proactively pitch related jackpot events and stories to appropriate media and outlets.

**20% Materials development:** Develop media advisories, fact sheets, talking points, question/answer docs, and other news-related information for internal and external audiences. Monitor media coverage and provide updates to CSL staff and leadership on how the organization is presented in the news.

**15% Social media support:** Develop and execute posts to communicate regularly through Lottery's social media channels.

**10% Develop daily news clips report:** Monitor the Lottery's public narrative in the news media and gather all news clips relevant to the Lottery's senior staff on a daily basis. Clips not only include any coverage of the California Lottery but also relevant current events, such as – but not always limited to – developments within the Governor's administration, the California Legislature, weather impacting California, news about public education, and/or the lottery and gaming industry.

#### Marginal Functions



### 5% Other Duties as Assigned

#### Scope and Impact

- a. **Consequence of Error:** The Public Affairs and Communications unit is a high-stakes office for California Lottery, responsible for ensuring Lottery maintains and strengthens a positive reputation among California adults, thought leaders, and internal stakeholders (i.e., employees). Failure to perform the duties of this position in a timely manner and using good judgment may result in negative publicity for Lottery. Negative publicity has an overall effect on the department's integrity and sales and directly impacts its ability to generate additional funds for public education.
- b. **Administrative Responsibility:** The Press Secretary (IO I) is responsible for representing the Lottery to internal audiences consistent with the Lottery's objectives and mission. It is critical to ensure information on the Lottery's programs, activities, and benefits are consistently provided and accurately represented to Executive management, Lottery staff, and other potential stakeholders. The Information Officer I is responsible for always maintaining a high level of professionalism. In addition, the Information Officer I is responsible for adhering to the laws, rules, policies and procedures pertaining to civil service employees in general, and specifically to employees of the California Lottery.
- c. **Supervision Exercised and Received:** The Press Secretary (IO I) reports directly to the Strategic Communications Supervisor (Information Officer II) and may receive direction from the Deputy Director for PAC. The Information Officer I does not supervise other staff.
- d. **Personal Contacts:** The Press Secretary (IO I) is a part of the Public Affairs and Communications team and will have regular contact with Lottery leadership as well as staff. The Press Secretary may also have occasional contact with leaders from the Executive Management Team and/or the general public.

#### Physical and Environmental Demands

The Press Secretary (IO I) must be able to work from a computer – laptop and/or desktop – as well as from Lottery-issued mobile devices (e.g., mobile phone, tablet, etc.). The Press Secretary (IO I) may also, at times, be required to be in the field for a media or other public-facing events, requiring being on one's feet for several consecutive hours.

#### Working Conditions and Requirements

- a. **Schedule:** The primary schedule for the Press Secretary (IO I) is 8AM to 5PM
- b. **Travel:** Limited in-state travel may occur on an as-needed basis
- c. **Other:** The Press Secretary (IO I) must have excellent interpersonal and communication skills, strong leadership skills, and good written and verbal communication skills. A positive attitude, forward thinking, an ability to take direction and accept feedback, and asking the right questions and completing multiple assignments under deadlines is a must.

**Effective Date:** Immediately (July/August 2024)

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**NOTE:** The statements contained in this job description reflect general details as necessary to describe the principal functions of this job. It should not be considered an all-inclusive listing of work requirements. The incumbent of this position may perform other duties (commensurate with this classification) as assigned, including work in other functional areas to cover during absences, to equalize peak work periods or otherwise balance the workload.

**SUPERVISOR'S STATEMENT:**

- I have discussed the duties and responsibilities of the position with the employee.
- I have retained a copy of the signed duty statement.

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**Supervisor Signature**

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**Printed Name**

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**Date**

**EMPLOYEE'S STATEMENT:**

- I have discussed the duties and responsibilities of the position with my supervisor.
- I have signed and received a copy of the duty statement.
- I am able to perform the essential functions listed with or without Reasonable Accommodation.
- I understand that I may be asked to perform other duties as assigned within my current classification, including work in other functional areas as business needs require.

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**Employee Signature**

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**Printed Name**

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**Date**



### Duty Statement Instructions (Rev. 04/2023)

**NOTE:** After inserting the text/information into the duty statement, remove all "Insert Text" or "Insert Text to describe the following" prompts.

**Classification:** Enter the legal class title of the position (e.g., Office Technician (Typing), Staff Services Analyst, District Sales Representative, etc.).

**Working Title:** Enter the working title of the position if different from the legal class title.

**Position Number:** Enter the full position number assigned as shown on the department's organization chart (e.g., Agency: 358, Unit: 031, Class: 5157 (SSA), Serial: 001: [358-031-5157-001]).

**Division/Unit:** Enter the Division/Unit name where the position resides in the Lottery organization.

**Assigned Headquarters:** Enter the physical work location where the employee will work (e.g., Sacramento Headquarters, Fresno District Office (Fresno DO), Northern Distribution Center, etc.).

**Position Eligible for Telework (Yes/No):**

**Job Description Summary:** Briefly describe the overall purpose of the position, the degree of supervision received, and any supervision exercised. Should not exceed 4 sentences. Example: Under the supervision of the Staff Services Manager I, the incumbent is responsible for ...ADD THE SUMMARY OF DUTIES TO BE PERFORMED.

**NOTE:** To determine the level of supervision received (e.g., under direct supervision, direction, etc.), refer to the class specification or contact your C&P, Examinations Analyst.

**Job Description:** This will consist of 'Essential (E)' duties and 'Marginal (M)' duties (if applicable). Essential duties must be identified in the duty statement directly after the percentage of duties (e.g., 25% (Essential Function) Supervise analytical staff to...) Enter the percentage of time the incumbent will spend performing each group of essential and marginal functions (Example: A duty that is regarded as 5% is equivalent to approximately 2 hours of work per week OR 8 hours (one day) of work per month). **NOTE:** Percentages must be in descending order with the largest percentage of duties at the top. Percentages must not be less than 5% of time. Total of all percentages must equal 100%.

- Essential Functions – these duties are why the position exists. The employee must be able to perform the essential duties of the position with or without a reasonable accommodation. Ensure the duties assigned to the position are appropriate for the classification and group similar tasks together. Explain **WHAT** the task or duty is to be performed, **WHY** the task is being **WHAT GOAL** is being achieved, and **WHERE/WHEN** is the task done if relevant to the working conditions of the job.
- Example: **WHAT:** Meet with retailers **WHERE/WHEN:** monthly in the field at the retailer's place of business **WHY:** to determine Lottery Scratcher needs **WHAT GOAL:** and ensure supply/demand needs are met.

**NOTE: Spell out acronyms.** Typically, acronyms are created by a department for division/unit names or other works that are used frequently within the department. These acronyms are not well known throughout all departments within the State of CA or the public. Job applicants and/or new employees will not be familiar with these acronyms or understand their meaning, therefore, acronyms should be spelled out in duty statements (and Job bulletins).

- Marginal Functions – These are additional duties that are incidental or a minimum part of the job. Marginal duties must be identified in the duty statement directly after the percentage of duties (e.g., 5% (Marginal Function) Assist other unit staff with...) These duties can be redistributed among other staff. Additionally, if you list 'Other duties as assigned', you must indicate what the other duties might entail (e.g., other duties assigned such as assisting other staff as needed, or assist with special projects as assigned, etc.) This percentage must be included in all percentages which in total cannot exceed 100%. **NOTE:** Marginal Functions should be no more than 5%.

**Scope and Impact:** Describe the following:

- Consequences of Error: (Describe consequences to the department, division, etc., if the person did not perform the duties of the position.)
- Administrative Responsibility: (Describe incumbent's role, such as activities related to personnel, training, business operations, etc.)
- Supervision Exercised and Received: (Describe position that supervises the incumbent and classifications the incumbent supervises, or if not a supervisory classification, add 'This position does not supervise others.')
- Internal Personal Contacts: (List frequent internal contacts to perform their duties such as, executive staff, Lottery managers and supervisors, other Lottery division staff, etc.)

**Physical and Environmental Demands:** (Describe the physical environment of the main work location .....



## Job Description

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**Working Conditions and Requirements:** Describe the following:

- a. Schedule:
- b. Travel:
- c. Other:

**Effective Date:** Enter the effective date of the duty statement (employee appointment date).