

**POSITION DUTY STATEMENT**

PM-0924 (REV 01/2022)

CLASSIFICATION TITLE Information Officer I (Specialist)	OFFICE/BRANCH/SECTION D04 External Affairs/Public Affairs/Public Information	
WORKING TITLE Public Information Officer	POSITION NUMBER 904-012-5601-xxx	REVISION DATE 03/30/2022

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 Staff Services Manager I, Public Information Branch, the Public Information Officer (PIO) is responsible for providing a wide range of complex technical analytical duties. The PIO will provide assistance to the general public and elected officials regarding the activities, objectives and will provide attention to detail and will manage multiple tasks and assignments. Punctual, regular attendance and a valid California drivers' license are required. Duties include but are not limited to the following:

**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.

- **Managing Change:** Demonstrating support for organizational changes needed to improve the department's effectiveness; supporting, initiating, sponsoring and implementing change. (Strengthen Stewardship and Drive Efficiency - Innovation)
- **Decision Making:** Makes critical and timely decisions. Takes charge. Supports appropriate risk. Makes challenging and appropriate decisions. (Cultivate Excellence - Engagement)
- **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 - Equity)
- **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 - Integrity)
- **Relationship Building:** The ability to develop and maintain internal and external trust and professional relationships, which includes listening and understanding to build rapport. (Advance Equity and Livability in all Communities - Engagement)
- **Customer Focus:** Considers, prioritizes, and takes action on the needs of both internal and external customers. (Strengthen Stewardship and Drive Efficiency - Innovation)
- **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. (Strengthen Stewardship and Drive Efficiency - Pride)
- **Planning and Results Oriented:** Organizes and executes work to meet organizational goals and objectives while meeting quality standards, following organizational processes, and demonstrating continuous commitment. (Strengthen Stewardship and Drive Efficiency - Engagement)
- **Organizational Skills:** Keeps work prioritized and organized. Logically approaches situations. (Safety First - Engagement)

**TYPICAL DUTIES:**

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

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40%	E	Independently responsible for bringing complex and sensitive project issues to conclusion or resolution. Researches transportation projects, policies, issues and/or concerns received from the public legislative staff or local elected officials. Consults with other Public Information Officers for construction projects, public outreach, business outreach, emergency information and other transportation issues on a daily basis. Analyzes information gathered from research to formulate responses regarding the departments procedures, policies and/or programs. Work cooperatively with partners, functional units and staff to negotiate mutually acceptable solutions to concerns raised by citizens and other groups. Using good judgment identifies key issues to bring to the attention of management. May update the Districts social media sites as needed. Responsible for gathering and analyzing information to be used in the preparation of the weekly, monthly reports.
40%	E	Coordinates, writes, edits and prepares news and press releases, responds to letters, phone calls, and email inquiries from the general public and other sources in a timely manner. Prepares informational material and special articles for distribution to the local news media and other agencies. Maintains close communication with other Caltrans functional branches including but not limited to Project Management, Construction and Maintenance Offices to determine potential problems and concerns on a timely and ongoing basis regarding the State Highway System, State right-of-way, and Caltrans projects. Researches and analyzes Caltrans traffic and construction project data; prepares reports with recommendations to Executive Management staff.
10%	M	Interacts with legislators, board of supervisors, chamber of commerce representatives as well as other local, state, and federal elected and government officials. On 24-hour call during emergency situations, to assist the public on multiple levels ranging from traffic problems, accidents, road conditions, construction projects and road disasters.
10%	M	Plan, coordinate, attend and participate in internal staff meetings and special events regarding a variety of issues. Provides tours of Caltrans projects to the news media, students, the general public or legislators.

<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**

This position does not supervise, but may provide lead direction to the graphic designers, event support staff and other executive services branch employees. The Public Information Officer may be required to act as a lead person in the absence of the SSM I, or may have consultant oversight responsibility.

**KNOWLEDGE, ABILITIES, AND ANALYTICAL REQUIREMENTS**

Must have knowledge of modern office methods and equipment, including personal computers and their software, must communicate effectively and clearly both verbally and in writing (letters, fact sheets, interoffice memos/e-mail notices, etc). Must have knowledge of district, government and local activities. This position requires a high degree of expertise in many areas dealing with laws and policies affecting the department. Must also have the knowledge of methods used to determine needs for public information-techniques of preparing, producing and disseminating information. Must be skilled at handling multiple task and projects in various stage of development and implementation. Must be able to meet deadlines. Must have knowledge of techniques for preparing, producing and disseminating information utilizing all major media communication channels; principles and techniques of establishing and maintaining good relations with news media and other public groups and knowledge of local government operations, public event management, and marketing. Must be skilled at writing, including proper grammar usage, spelling and punctuation. Must possess the ability to write, edit, and prepare for publication or reproduction news releases, magazines articles, correspondence, booklets, brochures, pamphlets, reports, speeches, scripts for radio, television and other informational material. Must have ability to analyze data, develop and evaluate alternatives. Must possess the ability to express and present ideas and information effectively, both orally and in writing. Develop and maintain good working relationships with management, staff, elected officials, partners, members of the media, the general public and community organizations. Must possess the ability to think quickly and respond appropriately. Analyzes and solves communication problems, including those dealing with public attitudes. Immediate reaction is often a necessary part of dealing with communication problems. Must be able to provide rapid analysis of alternatives and potential impacts. Appreciation of news values; ability to analyze situation accurately and adopt effective course for action; demonstrated capacity for assuming progressively greater responsibility; emotional stability under stress; appreciation of the need to inform and educate the public on various phases of the district's programs; ability to establish and maintain cooperative working relations with news media and other public groups; ability to gain and hold the

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confidence and respect of those contacted while work is performed. Must be skilled at working with people and have ability to work cooperatively with other public information office staff and peer group. Must be able to participate in public relations activities after normal working hours. Requires the ability to travel independently and set up miscellaneous multimedia and miscellaneous equipment for presentations or events.

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**RESPONSIBILITY FOR DECISIONS AND CONSEQUENCES OF ERROR**

As a representative of Caltrans, it is imperative the incumbent maintains a professional demeanor and is knowledgeable in Caltrans policies and procedures, mission, vision, goals and principles. Errors in decisions may result in erroneous information to the media, public and 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. Lack of interpersonal skills and/or improper telephone etiquette may create an unfavorable image of the Department.

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**PUBLIC AND INTERNAL CONTACTS**

Incumbent works closely with all levels of District employees including top management, Branch Chiefs, and analysts in District 4, other Districts and Headquarters in the resolution of a wide variety of problems; deals with Headquarters personnel in various functional areas, at or above the senior level. This position confers with the public and other state, local and federal representatives. May be contacted by the media for information and may be required to conduct live or tape radio or television interviews. Incumbent must possess strong communication skills and be able to address concerns in a professional and timely manner. Extensive daily contact with public, local staff and management, and elected officials is required. The quality of contacts made by this position can influence public attitudes toward the department.

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**PHYSICAL, MENTAL, AND EMOTIONAL REQUIREMENTS**

- Ability to work on a keyboard and operate a computer.
  - May require sitting or standing for long periods of time.
  - Must be able to develop and maintain cooperative working relationships, especially with other public information staff.
  - Must be able to stay mentally focused for long periods of time.
  - Must be able to multi-task, adapt to changes in priorities, and complete task or projects with short notice and on time.
  - Must be able to complete assigned tasks/projects on time and within budget.
  - Must be able to grasp the essence of new information and new technical and business knowledge.
  - Must be able to resolve emotionally charged issues reasonably and diplomatically.
  - Must deal effectively with pressure, maintain focus and intensity, yet remains optimistic and persistent even under pressure.
  - Required to work on extremely sensitive policy and press projects that may require working unpredictably long hours and on weekends.
  - Required to work on emergency response, which may require travel and stressful work hours and/or conditions during a public emergency.
  - 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.
  - Employee may be required to lift and/or carry 40 lbs.
  - Must be able to work in a high-stress environment.
  - Must be able to deal with tight deadlines.
  - Employees may be required to sit for long periods of time using a keyboard and video display terminal.
  - Employee may be required to move large or cumbersome media event equipment (P.A. system components, safety cones, storage boxes, chairs and tables) from one location to another.
  - Employee may also be required to speak in front of large groups or represent the Department to various news media.
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**WORK ENVIRONMENT**

- While at the district office, employee will work in a climate-controlled office under artificial light.
  - Employee will primarily work in a workstation cubicle in a shared office. Core working hours will be set sometime between 7:30am and 5:30pm; however, may need to respond to incidents within the District's nine (9) counties at night, on the weekend or after work hours.
  - Employee may also 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.
  - Employee may be exposed to unpleasant traffic accident scenes which could include seriously injured or deceased persons.
  - Frequent travel is required throughout the nine counties of District 4 boundaries or infrequently statewide. Travel to Caltrans
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projects will be necessary.

- Overtime may be required and vacations may be restricted during peak periods.
- Employees will also periodically be required to travel and work outdoors and may be exposed to dirt, noise, uneven surfaces, or temperature extremes.
- 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 headquarterd 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 headquarterd 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