

State of California
GOVERNOR'S OFFICE OF EMERGENCY SERVICES
POSITION DUTY STATEMENT
BU: 1, 4, 9, 10, 11, 12, & 14

EMPLOYEE:	CLASSIFICATION: Information Officer I (Specialist)	HEADQUARTERS: Joint Field Office
PROGRAM/UNIT: Office of Policy & Admin, Crisis Communication & Public Affairs, Media Relations, Public Information and Media Relations/ JFO	POSITION NUMBER: 163-520-5601-904	CBID: R01
TENURE: Emergency	TIME BASE: Intermittent	WORK WEEK GROUP: 2
APPT EFFECTIVE DATE:	RANGE (IF APPLICABLE): N/A	PROBATIONARY PERIOD: <input type="checkbox"/> 6 Mos. <input type="checkbox"/> 12 Mos. <input checked="" type="checkbox"/> N/A
IMMEDIATE SUPERVISOR: Information Officer II	CONFLICT OF INTEREST CATEGORY: <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No	DMV PULL PROGRAM: <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No
1. SUPERVISION RECEIVED: The Information Officer I (Specialist) is under direction of the Information Officer II.		
2. SUPERVISION EXERCISED: N/A		
3. PHYSICAL DEMANDS (SEE ADDITIONAL PAGES): The incumbent works up to 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. Travel and overtime are expected for this position.		
4. PERSONAL CONTACT (WHO THE EMPLOYEE MAY BE IN CONTACT WITH WHILE PERFORMING DUTIES): The Information Officer I (Specialist) will have contact with the local and national press, top level executives, elected officials, other PIO's from all levels of government, and emergency response personnel. The Information Officer I will also have personal contact with the private sector and be involved in specialized alert and warning communication systems and projects.		
5. ACTIONS AND CONSEQUENCES (AS RELATED TO DUTIES PERFORMED): The Information Officer I will have contact with the local and national press, top-level executives, elected officials, other PIO's from all levels of government, and emergency response personnel. The Information Officer I will also have personal contact with the private sector and be involved in specialized alert and warning communication systems and projects.		
6. EMERGENCY OPERATIONS – ACTIVATION/OPERATIONAL ASSIGNMENT 100%: May be required to work in the State Operations Center (SOC), Regional Emergency Operations Center (REOC), Joint Field Office (JFO), Area Field Office (AFO), Local Assistance Center (LAC), or other location to provide assistance in emergency response and recovery activities. All staff is required to complete operational related training and participate in one of three Readiness Teams that rotate activation availability on a monthly basis if not assigned to an Operational Branch (e.g., Fire/Law/Region/PSC Operations (Technicians)/PSC Engineering (Engineers)). May be required to participate in emergency drills, training, and exercises. Staff need to work effectively under stressful conditions; work effectively & cooperatively under the pressure of short leave time; work weekends, holidays, extended and rotating shifts (day/night). Statewide travel may also be required for extended periods of time and on short notice.		

(Continued)- EMERGENCY OPERATIONS – ACTIVATION/OPERATIONAL ASSIGNMENT 100%

While fulfilling an operational assignment it is important to understand that you are filling a specific “position” and that position reports to a specific Incident Command System (ICS) hierarchy. This is the chain of command that you report to while on this interim assignment.

On Call/Standby/Duty Officer (if applicable)

If assigned on-call, standby or as a Duty Officer, you are required to be ready and able to respond immediately to any contact by Governor's Office of Emergency Services (Cal OES) Management (including contact from the State of California Warning Center) and report to work in a fit and able condition if necessary as requested.

7. JOB DESCRIPTION/GENERAL STATEMENT:

Under the direction of the Information Officer II, the Social Media Specialist performs complex media relations and public information tasks and duties, coordinates outreach and education campaigns, and acts in a lead capacity over other information officers during emergency operations. These duties include maintaining, monitoring planning and developing social media content on OES social media platforms.

In alignment with our commitment to diversity, equity, inclusion, and accessibility, all Cal OES employees are encouraged to promote and foster an equitable and inclusive workplace environment.

Percent of Time	ESSENTIAL FUNCTIONS
30%	Serves as Social Media Specialist for the department. Generates, edits, publishes and monitors daily content across all social media platforms including Twitter-X, Facebook, Instagram, LinkedIn and YouTube. Promotes the department and its programs utilizing social media and serves as the primary analyst that strategically schedules posts for OES. Answers inquiries from the public, media, government officials, businesses, and others. Works on community outreach efforts, including local government communicators to ensure messaging and efforts are aligned. Writes, edits, and disseminates news releases, fact sheets, brochures, blog articles, and other material for distribution to the media and the general public. Represents the agency in television, radio, and print media interviews. Serves as the department spokesperson.
25%	Facilitates team organization and tracking activities, including tracking outstanding media requests, team assignments through a project management system, and other items related to team workloads. In addition, helps coordinate and schedule television, radio, and print media interviews with appropriate state agency representatives. Updates department website.
15%	Develops briefing materials, talking points, speeches and speaking remarks for agency officials representing Cal OES before the news media and other groups. Coordinates, implements and analyzes education and outreach campaigns, communications plans, including social media messaging. Assists with visual storytelling, including crafting storyboards, scripts, production treatments, shot lists and providing production support to documentation team for the development of documentaries, educational videos, educational materials and public communication and outreach efforts.
10%	Serves as lead and/or Deputy Lead State Information Officer during emergency response and recovery efforts in Sacramento or in the field for extended periods of time. Responsibilities include development of strategies for information and documentation coordination and distribution.
10%	Plan, coordinate and deliver educational events, press conferences, media availability that often require collaborating with representatives from all levels of government, various agencies and departments and public/private sector.
5%	Monitors broadcast and print media, maintains files of news clips and other emergency background information, conducts research, and performs other duties as needed.
Percent of Time	MARGINAL FUNCTIONS
5%	Other Job-Related Duties as Required Performs other job-related duties as required to fulfill the Cal OES mission, goals and objectives. Additional duties may include, but not be limited to: assisting where needed within the program, which may include special assignments; complying with general State and Cal OES administrative reporting requirements (i.e. completion of time sheets, project time reporting, travel requests, travel expense claims, work plans, training requests, individual development plans, etc.); and attendance at staff meetings.

PHYSICAL AND MENTAL REQUIREMENTS OF ESSENTIAL FUNCTIONS

Activity	Not Required	Less than 25%	25% to 49%	50% to 74%	75% or More
VISION: Reviewing mail; preparing various forms; proofreading documents; reading printed material, computer screens, and handwritten materials.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
HEARING: Answering telephones; receiving verbal information from outside sources; understanding verbal instruction.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
SPEAKING: Receiving visitors; answering inquiries and providing verbal information or instruction.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
MOVEMENT: Delivering material to others; picking up materials from others; copying; faxing; distributing information; filing.	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
SITTING: At a computer terminal or desk; conferring with employees.	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
STANDING:	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
BALANCING:	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
CONCENTRATING: Reviews and reads records/documents, researches, composes, analyzes, compiles, and updates technical documents; multi-tasking; prepares various forms and documents.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
COMPREHENSION: Understanding needs of co-workers, clients; understands procedures and practices; Understands laws, regulations related to their work.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
WORKING INDEPENDENTLY: Possesses ability to work independently as well as a team member, have good interpersonal and communication skills, ability to follow directions, take initiative, assume responsibility, and exercise good judgment and tact. Must be able to work alone without much guidance or interaction or interaction from other staff.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>

PHYSICAL AND MENTAL REQUIREMENTS OF ESSENTIAL FUNCTIONS

Activity	Not Required	Less than 25%	25% to 49%	50% to 74%	75% or More
LIFTING UP TO 10 LBS. OCCASIONALLY:	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
LIFTING UP TO 20 LBS. OCCASIONALLY AND/OR 10 LBS. FREQUENTLY:	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
LIFTING UP TO 20-50 LBS. OCCASIONALLY AND/OR 25-50 LBS. FREQUENTLY:	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
KEYING: Pushing buttons on telephone; typing; copying.	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
REACHING: Answering phones.	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
CARRYING: Distributing mail; reports; stocking supplies.	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
CLIMBING: Stairs.	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
BENDING AT WAIST:	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
KNEELING:	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
PUSHING OR PULLING:	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
HANDLING: Documents, manuals, and materials.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
DRIVING:	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
OPERATING EQUIPMENT: Computer; telephone; copy machine; fax.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
WORKING INDOORS: Office environment.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
WORKING OUTDOORS:	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
WORKING IN CONFINED SPACE:	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>

OTHER INFORMATION

Must have knowledge of the state and related federal laws, rules, regulations, policies, and procedures. Must exercise good writing skills; follow oral and written directions, be responsive to the needs of the public and employees of Cal OES and other agencies; analyze situations and take effective action using initiative, resourcefulness, and good judgment. May need to work with limited supervision.

Consistent with good customer service practices and the goals of the Cal OES Strategic Plan, the incumbent is expected to be courteous and provide timely responses to internal and external customers, follow through on commitments, and solicit and consider internal and external customer input when completing work assignments.

SIGNATURES

Certification of Applicant/Employee

Note – If any concerns with performing the duties of this position with or without reasonable accommodation, discuss your concerns with the hiring supervisor, who in turn, will discuss with the Reasonable Accommodation Coordinator.

I certify that I possess essential personal qualifications including integrity, initiative, dependability, good judgment, and ability to work cooperatively with others; and a state of health consistent with the ability to perform the assigned duties as described above with or without reasonable accommodation.

I have read and discussed these duties with my supervisor:

Employee's Signature

Date

I certify that the above accurately represents the duties of the position:

Supervisor's Signature

Date

Civil Service Title