

POSITION DUTY STATEMENT

PM-0924 (REV 7/2014)

CLASSIFICATION TITLE	OFFICE/BRANCH/SECTION	
Information Officer I (Specialist)	District 12/Administration/Public Affairs	
WORKING TITLE	POSITION NUMBER	EFFECTIVE DATE
Specialist, Public Affairs and Digital Content	912-002-5601-xxx	09/20/2017

As a valued member of the Caltrans team, you make it possible for the Department to provide a safe, sustainable, integrated, and efficient transportation system to enhance California's economy and livability. Caltrans is a performance-driven, transparent, and accountable organization that values its people, resources and partners, and meets new challenges through leadership, innovation and teamwork.

GENERAL STATEMENT:

Under the direction of the Chief of Public Affairs (an Information Officer II), the Public Affairs and Digital Content Specialist contributes to Caltrans District 12's public affairs, digital content and media relations efforts. As a member of the public affairs office, the incumbent will join a team responsible for communicating key information to stakeholders in a dynamic environment. The incumbent is responsible for developing and implementing strategies that protect and enhance the reputation of Caltrans. The incumbent will demonstrate the meaning of the Caltrans mission, vision, values, and goals and increase awareness of ways the department is working to benefit the public. The incumbent has command of best practices and trends in digital content creation, enjoys being creative and understands the fundamentals of public affairs.

Work schedules may change, depending on workload and business needs. Overtime and/or work after normal business hours may be required. A valid Class C driver's license is highly desirable.

TYPICAL DUTIES:

Percentage	Job Description
Essential (E)/Marginal (M) ¹	
40% E	<p>Public Affairs:</p> <ul style="list-style-type: none"> - Develop and implement strategic, proactive communication plans/campaigns to better inform and engage with stakeholders. - Communicate key messages to increase awareness of Caltrans and its efforts and articulate department positions on various topics. - Build and maintain strong working relationships with stakeholders. - Create and disseminate content regularly through traditional and digital channels across multiple platforms to grow the district's footprint. - Plan, create and distribute public information materials including, but not limited to: news releases, media advisories, speaking points, speeches, commuter/construction alerts, video/audio scripts, district announcements, fliers, social media content, video, photo captions, and digital presentations using Prezi, PowerPoint and other software. - Respond to inquiries from stakeholders with accurate and complete information in a timely and professional manner. - Consult with and advise district leadership including executives on public affairs activities. - Attend project meetings and lead public outreach initiatives to inform the public of upcoming construction, closures and other work. - Lead and/or participate in community outreach activities to inform the public. - Address concerns and inquiries through written and verbal correspondence in a timely manner, keeping district leadership informed of sensitive issues. - Prepare and lead presentations. - Plan, organize and execute public and media events. - Actively participate in event coordination including: setup, break down, operating A/V equipment (video camera, iPhone, speakers, mic, mult/pres box), capturing audio and video footage, and quickly uploading/sharing footage with internal and external audiences. - Communicate quickly and effectively with department leadership regarding sensitive inquiries, requests, events, and other matters. - Manage relationships with the news media, the public, partner agencies, elected official's offices, fellow Caltrans employees, and others. - Maintain public affairs contact lists and calendars. - Develop content for e-newsletter and manage a production calendar. - Research and respond to California Public Record Act Requests.

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- 40% E Digital Content:
- Implement and oversee comprehensive digital outreach strategies to grow the district's social presence and increase consumer engagement.
 - Manage District 12 social media presence and outreach on various social networking platforms including Facebook, Twitter, Periscope, Instagram, YouTube and other digital sites.
 - Independently prepare creative material and schedule posts strategically for broad and timely dissemination via social media management websites such as Sprout Social and HootSuite.
 - Ensure content and images on social media pages are updated regularly and build new social media pages as appropriate.
 - Monitor social media content consistently, engaging with consumers to share information and respond to inquiries in a timely and appropriate manner.
 - Maintain consistency by adhering to and enforcing content standards.
 - Compile social media reports regularly to demonstrate social media performance; work to identify and recommend improvements based on data and trends.
 - Capture photos and video using iPhone, DSLR camera, GoPro, video camera, and other equipment; disseminate content on the district website and social media.
 - Create videos for internal and external audiences.
 - Share live highlights from press conferences, ceremonies, and public meetings in real time by using an iPhone and other technology.
 - Make frequent visits to the field and project sites, sometimes during non-standard business hours, to interview staff and collect footage to share with the public regarding the district's initiatives.
 - Manage and update district website regularly to ensure site is informative, accurate and relevant.
 - Create infographics and other visuals to promote and/or educate the public.
 - Use software and hardware to create graphics and public presentations.
 - Design and generate email campaigns.
- 15% E Media Relations:
- Represent the department as a district spokesperson, conducting interviews and engaging with media utilizing all formats (print, digital, social, and broadcast).
 - Thoroughly research and prepare responses to media inquiries.
 - Prepare speaking points and briefing documents for interviews.
 - Brief executives, the Chief of Public Affairs and others for media interviews.
 - Respond to the scene during highway incidents to serve as media spokesperson (occasionally at night, on weekends and after regular business hours).
 - Develop and sustain a working knowledge of the media and political community, its elected officials and their programs as it affects transportation and the department.
 - Build and maintain relationships with members of the media and engage with media utilizing all formats (print, digital, social, and broadcast).
 - Coordinate and identify opportunities for media events and media outreach.
 - Contribute to media tracking and clipping.
 - Maintain media lists.
- 5% M Plan, coordinate, attend, setup, break down, and participate in internal staff meetings and special events. Serve as back-up to the Chief of Public Affairs. Other duties as assigned.

¹ESSENTIAL 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

Must be able work independently, exercise good judgment and assume a leadership role in the absence of the Chief of Public Affairs.

KNOWLEDGE, ABILITIES, AND ANALYTICAL REQUIREMENTS

Must be able to perform all tasks outlined in the duty statement. Must have knowledge of: techniques for preparing, producing and disseminating information utilizing all major social and traditional media communication channels; principles and techniques of establishing and maintaining good relationships with news media and other public groups; public event production; and digital content creation. Must have past experience in public affairs, public relations, digital content creation, government relations, corporate communication, marketing, journalism, customer service, sales, or

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related field.

Must be professional, adaptable and able to thrive in a fast-paced, rapidly changing work environment. Must be able to work under pressure and maintain composure under stress. Must be able to handle multiple tasks and projects in various stages of development and implementation.

Must be detail-oriented and able to independently analyze data and situations, reason logically and objectively to solve difficult problems. Will be expected to present data-driven, thorough and thoughtful recommendations to management and executive staff and to successfully implement those recommendations.

Excellent verbal and written communication skills with the ability to handle confidential information. Proven writing, editing and proofreading skills and proficiency with Associated Press writing style. Must be skilled in creating, editing and promoting written and visual content. Must be able to plan, write, edit, and prepare: news releases, articles, professional correspondence, reports, speeches, speaking points, scripts for radio, television or videos, photo captions, social media posts, and other materials.

Must be proficient working in a Windows environment and have advanced working knowledge of and the ability to use regularly without training: Microsoft Office, Microsoft Outlook, the latest Apple iPhone operating system (iOS), iPhone functionalities including, but not limited to: taking photos, capturing video, editing photos and video using internal components and editing applications, and posting content via social media apps.

Must have working knowledge or the ability to learn how to use digital software and programs including, but not limited to: Prezi, social media management tools, infographic design applications, iPhone apps, and Constant Contact.

Will be expected to setup equipment, including A/V equipment, for meetings and events. Will serve as the photographer/videographer who captures, edits, and produces photos and videos for both internal and external purposes, both on location and in the office. Must be able to use iPhone, video equipment, GoPro, and other technology to capture photos and video.

Must possess the ability to express and present ideas and information effectively both orally and in writing, and develop and maintain good working relationships with management, executives, staff, elected officials, members of the media, the public, partner agencies, and community organizations.

Must be able to analyze and resolve complex communication problems. Must be able to provide rapid analysis of the situation, alternatives and potential impacts. Must possess the ability to think quickly through challenges, adopt effective courses for action and respond appropriately and professionally in a timely manner.

Demonstrated capacity for assuming progressively greater responsibility; emotional stability under stress; understanding of the need to inform and educate the public of various phases of the district's programs; ability to establish and maintain cooperative working relationships with the news media and other public groups; ability to gain and hold the confidence and respect of others. Must be skilled at working with people and have the ability to work cooperatively and effectively with colleagues and management. Should look for opportunities to increase operational efficiencies and make recommendations to management.

Must be able to participate in public relations activities and respond to incidents/emergencies after normal working hours. Requires the ability to travel independently and set up equipment for events. A valid driver's license is required.

Must ensure appropriate interpretation of applicable statutes, regulations, contract requirements, policies and procedures to ensure compliance with Federal and State laws and statutes.

RESPONSIBILITY FOR DECISIONS AND CONSEQUENCES OF ERROR

The Information Officer I is responsible for the accuracy and timeliness of all assignments. Delayed completion, poor judgment, and inaccuracy of assignments can adversely affect decision making and project delivery with associated costs to taxpayers if schedules are not met. Failure to provide accurate information and lack of tact or poor judgment in disseminating information may result in loss of credibility to the department. The incumbent must understand they will be exposed to highly confidential and sensitive material and information. Errors in judgment and inappropriate actions of the incumbent could reflect adversely on the district, the department and the California Transportation Agency. As a representative of Caltrans, it is imperative that the Information Officer I operate with integrity and maintain a professional

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demeanor. Incumbent must be knowledgeable of Caltrans policies and procedures, mission, vision, goals, and values. The quality of contacts made by this position can influence public attitudes toward the department. Communication 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.

PUBLIC AND INTERNAL CONTACTS

Communicates externally with the media, partner agencies, elected officials and their staff, business owners, and other members of the public. Interacts internally with all levels of staff.

PHYSICAL, MENTAL, AND EMOTIONAL REQUIREMENTS

PHYSICAL: The incumbent will be required to operate within confined spaces, which may require some stooping, bending, standing or sitting for prolonged periods. May be required to stay seated at desk except during designated breaks and lunch meal periods. Will be required to sit in or operate a state vehicle. May be required to move equipment which may require lifting, pushing and moving items. May be asked to sit or stand for prolonged periods. Will assist with event setup and breakdown, including setting up large equipment including, but not limited to: pop-up tents, podiums, sound systems, A/V equipment, tables, chairs, etc. Incumbent should be able to lift and/or carry 50 pounds. Incumbent is expected to make field visits often and may spend extended periods of time on the scene including, but not limited to: on highways, at maintenance stations, project sites, and at the Transportation Management Center. Must be able to operate a desktop and laptop computer, iPhone, camera, video camera, sound equipment, and other technology. Must be able to participate in public relations activities after normal working hours and may be called to respond to emergencies or incidents on nights and weekends. Must be able to travel independently and set up miscellaneous multimedia and miscellaneous equipment for presentations or events. Overtime and on call duties may be required. Vacations may be restricted during peak times, emergencies or when special events are scheduled.

MENTAL AND EMOTIONAL: Position requires a person who is able to handle stress and irate customers professionally and effectively. Must remain calm under pressure, have the ability to multi-task and adapt to changes in priority and complete tasks with short notice. Must be flexible, self motivated, independent, and able to work as a team to accomplish shared goals. Must be able to adapt behavior and work methods in response to changing information, conditions or unexpected obstacles. Must have the ability to develop and maintain cooperative working relationships, respond appropriately to difficult situations, recognize and resolve emotionally charged issues or problems. Will be required to respond tactfully and courteously to the public, colleagues, the media and other internal and external stakeholders, while adhering to the department's equal opportunity policies and directives against discriminatory or harassing behavior. Must be able to focus on precise activities beyond the distractions of a busy business environment; be emotionally stable, alert and aware at all times. Must be able to prioritize work tasks to meet competing and changing deadlines. Must reason logically, draw valid conclusions, make appropriate recommendations, and adopt an effective course of action. This position is responsible for working cooperatively with team members, managers and supervisors to identify innovations that will increase productivity, reduce cost and maintain and improve quality products and services for the department. This position must adhere to customer service standards and provide high quality service to both internal and external customers. 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. Required to work on extremely sensitive projects that require working unpredictably long hours and on weekends. 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 in difficult situations. Required to work in 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. Must be able to work in a high-stress environment. Must be able to deal with tight deadlines.

WORK ENVIRONMENT

Primary work area will be within the District Office in a climate controlled office under artificial lighting. Incumbent may be required to sit in the office for long periods of time using the computer and answering the phones. Travel throughout Orange County and other parts of California to review projects, attend meetings, hearings and events sometimes at night and on weekends may be necessary. Standard work hours are Monday - Friday, 8:00 a.m. - 5:00 p.m. Overtime may be required and vacations may be restricted during peak periods. Punctual and regular attendance is required. Incumbent may be exposed to a variety of hazardous field conditions such as freeway noise, uneven terrain, noise, dirt and unfavorable weather conditions. A valid Class C driver's license is desirable.

I have read, understand and can perform the duties listed above. (If you believe you may require reasonable

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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.)

EMPLOYEE (Print)

EMPLOYEE (Signature)

DATE

I have discussed the duties with, and provided a copy of this duty statement to the employee named above.

SUPERVISOR (Print)

Lindsey Hart Khosroshahi

SUPERVISOR (Signature)

DATE