

<b>Classification Title</b> Information Officer I (Specialist)	<b>Board/Bureau/Division</b> Contractors State License Board/ Public Affairs Office (PAO)
<b>Working Title</b> Information Officer- Media Specialist	<b>Office/Unit/Section/Geographic Location</b> Public Affairs Office – Sacramento
<b>Position Number</b> 622-510-5601-003	<b>Effective Date</b>

Under the direction of the Information Officer II (IO II), the Information Officer I (Specialist) (IO I) uses advanced written, verbal, and visual communication skills to help coordinate media relations, online content, print, and digital product materials for CSLB. Activities range from routine to complex, and sometimes involve controversial topics that require a high level of professional judgment.

The IO I replies to media queries, and effectively interact with all levels of internal and external stakeholders, while simultaneously managing multiple assignments, sometimes on short deadlines.

Duties include, but are not limited to, the following:

**A. SPECIFIC ACTIVITIES Essential (E) / Marginal (M)**

**40% E** Independently or through assignment, researches, writes, proofreads, photographs, videotapes; and edits information that includes articles, news releases, industry bulletins, reports, and videos **(30%)**.

Disseminates content through CSLB’s multimedia communication channels (publications, audio/video or PowerPoint™ presentations, press events, CSLB’s website, and other online social media platforms such as Facebook, Twitter, YouTube, and Flickr **(10%)**).

**25% E** Serves as a primary news media contact for requests that vary from routine to highly sensitive and that may require a quick turn-around; responses may be in person, written, or on the telephone, and may necessitate research and coordination with management and board staff **(15%)**.

Also responds to difficult and complicated inquiries from consumers, licensees, and industry members **(10%)**.

**15% E** Coordinates and manages updates and posts (responses to comments) to CSLB’s various social media platforms, including Facebook, Twitter, and Flickr. Assists in production of live and

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recorded internet events, including chats, webinars, meetings, and video streams.

**10% M** Writes stories and takes photos or video for information to post to CSLB's intranet. Researches/distributes daily electronic news clips, maintains electronic or digital library of news clips and videos, and supports computerized media updates.

**5% M** Coordinates equipment inventory and maintenance to ensure all equipment is fully functional, accounted for, and safely stored. Makes recommendations for the purchase of new or replacement equipment.

**5% M** Develops, coordinates, or supports press, community and other outreach events, along with industry and public seminars. Assignments may include research and response to Public Records Act requests. Occasional travel may be required.

**B. Supervision Received**

The Information Officer I is under the direction of the Information Officer II.

**C. Supervision Exercised**

None.

**D. Administrative Responsibility**

None.

**E. Personal Contacts**

Daily contact with the news media, consumers, licensees, industry associations; CSLB staff and executives; occasional contact with Board members, Department of Consumer Affairs staff, Legislature, Governor's Office, political organizations, and other state agencies.

**F. Actions and Consequences**

Failure to properly conduct the communication duties of this high profile position would prevent the board from effectively carrying out its mandated consumer protection responsibilities in a timely manner, and may portray the Board unfavorably.

**G. Functional Requirements**

No specific physical requirements; occasional movement of publications or equipment with the use of handcarts. The incumbent works 40 hours per week in an office setting with artificial light and temperature control, and with daily access to and use of a personal computer, telephone, and

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related Public Affairs Office equipment. Sitting and standing requirements are consistent with general office work.

**H. Other Information**

This is not an entry-level position. The Information Officer I (Specialist) performs advanced verbal, written and visual communication tasks, with a proficient level of experience or knowledge of multimedia communication methods.

**I have read, and understand, the duties listed above and I can perform these duties with or without reasonable accommodation.** (If you believe reasonable accommodation is necessary, discuss your concerns with the hiring supervisor. If unsure of a need for reasonable accommodation, inform the hiring supervisor, who will discuss your concerns with the Health & Safety analyst.)

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Employee Signature

Date

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Printed Name

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

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Supervisor Signature

Date

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Printed Name

**Revised: 1/2015**

**Approved: 1/2015 RH**