

**Department of Consumer Affairs**

Position Duty Statement

HR-041 (new 7/2015)

<b>Classification Title</b> Information Officer II	<b>Board/Bureau/Division</b> Contractors State License Board (CSLB)
<b>Working Title</b>	<b>Office/Unit/Section / Geographic Location</b> Public Affairs Office/Sacramento
<b>Position Number</b> 622-510-5595-001	<b>Name and Effective Date</b>

General Statement:

Under the administrative direction of the Chief of Public Affairs (CEA) the Information Officer II (IO II) provides direction on all public relations and media-related issues to the Registrar, Board Members and Executive staff. Reporting directly to the CEA, the incumbent oversees all public affairs subcontracts. The IO II may act as spokesperson on behalf of the CEA for the Contractor's State License Board to the media, other agencies and the public; and may assist with policy-making decisions as requested. The incumbent is responsible for the coordination and development of all publications, reports, videos, and news releases. The IO II directly supervises Public Affairs Office staff.

A. SPECIFIC ACTIVITIES [Essential (E) / Marginal (M) Functions]

**25%(E)** Provides guidance, policy formulation, and direction on all public relations and media-related issues to the Registrar, Executive Office staff, and Board members of the CSLB. Functions as a staff specialist in the areas of media relations, verbal communications, and video production. Serves as an integral member of executive management, provides advice and consultation to the Registrar and designated management on public relations impact of Board programs; plans, organizes, and coordinates public information programs within CSLB's scope of responsibility to ensure that these program areas reflect the policies, goals and objectives of the Board and the current administration.

**25%(E)** Manage assigned Public Affairs staff. Perform staff training, development, and performance assessment. Assign and review work product. Provide training and guidance to improve work product, ensure timelines are met, and ensure product is accurate and complete. Utilize progressive discipline process in accordance with State/CalHR and CSLB policies. Manage employee work schedules, process leave requests, and ensure enough staff on site to meet workload deadlines. Attend and participate in management meetings and perform other duties and functions as may be required in order to support the overall mission of the department.

**20%(E)** Directs and reviews the development of all news releases, video, and verbal communications to both print and electronic media on all CSLB program activities. Provides direction and guidance to subordinate staff in the preparation of public information and media-related information. Reviews major program and policy changes for public relations impact.

**15%(E)** Plans and develops educational and informational publications and videos on a variety of program areas relating to CSLB's state operations. Coordinate highly sensitive issues involving CSLB programs with the Governor's Office, Department of Consumer Affairs, Agency Secretary, Board Members, and Registrar.

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- 10%(E)** Serves as the primary back up to the Chief of Public Affairs; when requested acts as the spokesperson for CSLB to news media and the public; meets with appropriate Board members and staff to discuss technical issues and obtain necessary information in response to any media-related issues; speaks before special interest groups regarding CSLB programs.
  
- 5%(E)** Coordinates editorial meetings, press conferences, radio and television appearances, and personal interviews throughout the state of California. Other related assignments as requested.
  
- B.** Supervision Received  
The Information Officer II is under the administrative direction of the Chief of Public Affairs.
  
- C.** Supervision Exercised  
Leads, directs, manages, mentors, and trains the staff of the Public Affairs Office.
  
- D.** Administrative Responsibility  
None
  
- E.** Personal Contacts  
Daily contact with CSLB executives and staff, the Legislature, the Governor’s Office, political organizations; consumer groups, industry associations, the media, other state agencies and the general public.
  
- F.** Actions and Consequences  
Failure to properly conduct the duties of this position could result in the failure of the Board to provide public information or produce publications in a timely or mandated manner. It also could result in the Board being portrayed by the media in a non-favorable light.
  
- G.** Functional Requirements  
No specific physical requirements are present: the incumbent works 40 hours per week in an office setting, with artificial light and temperature control. Daily access to and use of personal computer and telephone is essential. Sitting and standing requirements are consistent with office work.
  
- H.** Other Information  
The Information Officer II performs advanced verbal and written communication, 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 \_\_\_\_\_

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**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

**Approved: 9/2015 RH**