

**JOB DESCRIPTION AND POSITION CLASSIFICATION**

CDBP 525 (2-PAGE) (REV. 04/09)

CLASSIFICATION Information Officer II		POSITION NUMBER 534-003-5595-591	MCR 1	RPA # 10-007 RA
APPOINTEE Vacant		EFFECTIVE DATE	DIVISION/SECTION CALFED Program Performance & Communications	
COLLECTIVE BARGAINING IDENTIFIER Management Related BU: <input type="checkbox"/> Supervisory Related BU: <input checked="" type="checkbox"/> S01 Confidential Related BU: <input type="checkbox"/> Rank and File BU: <input type="checkbox"/>				
RESPONSIBILITIES EXERCISED <input checked="" type="checkbox"/> Supervisory <input type="checkbox"/> Lead Person		IMMEDIATE SUPERVISOR (Print) Keith Coolidge	SUPERVISOR'S CLASSIFICATION Acting Chief Deputy Director	
APPROVED BY (Personnel Analyst's Name) Lynn Darby			DATE 12/9/09	
<b>ALL EMPLOYEES ARE EXPECTED TO WORK COOPERATIVELY WITH OTHERS; MAINTAIN REGULAR, CONSISTENT, PREDICTABLE ATTENDANCE; POSSESS INTEGRITY, INITIATIVE, DEPENDABILITY, AND GOOD JUDGMENT.</b>				
Briefly (1-3 sentences) describe the main purpose and function of the position, including the organizational setting:  Under the general direction of the Acting Chief Deputy Director, sets overall objectives, policies and programs; and plans, directs and coordinates all aspects of the Public Information Office. Assists with the implementation of a program to generate and maintain communication between the CALFED Bay-Delta Program (CDBP) staff, the federal and state agencies, the Bay-Delta Public Advisory Committee (BDPAC), the media, and other interested parties, including the public at large. The purpose of this effort is to encourage widespread participation in and understanding of the CDBP's objectives and activities.				
Percent of Time (E) and (M)	Indicate the duties of the position and the percentage of time spent on each. Group related tasks under the same percentage. Percentages should be in increments of 5% with the highest percentage first. Identify essential functions with an (E) and marginal functions with an (M) in the percentage column. "Other duties as required" cannot be used as a task statement.			
20% (E)	Determines level of the public's understanding of CDBP's objectives and activities and tailors media strategies accordingly; prepares and edits public information materials for complex and controversial programs and projects including brochures, pamphlets, articles, slide shows, press releases, and public displays. Collaborates with other state and federal communications offices and contract graphics personnel to develop media strategies for an integrated approach for public information materials on issues in common.			
20% (E)	Establishes and maintains effective working relations with local and national media representatives, community groups, and federal, state, and local government officials in order to keep them informed about CDBP activities and progress, and ensures they are fully informed on issues and perspectives as they report them. This includes taking both proactive and reactive approaches to ensure balanced reporting on CDBP issues. Conducts media outreach, sets up editorial boards, and prepares editorials.			
20% (E)	Oversees management of public information for the CDBP and the BDPAC, including ensuring that the public's access to information is readily available. Oversees the content of the CDBP website; prepares and reviews materials for posting on the website. Writes the Annual Report to the Legislature. Determines appropriate retention of CDBP and BDPAC documents such as meeting materials and correspondence.			
SUPERVISOR'S NAME (Print) Keith Coolidge		SUPERVISOR'S SIGNATURE ➤		DATE
EMPLOYEE'S NAME (Print) Vacant		EMPLOYEE'S SIGNATURE ➤		DATE

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CLASSIFICATION <b>Information Officer II</b>	POSITION NUMBER <b>534-003-5595-591</b>	MCR <b>1</b>	RPA # <b>10-007 RA</b>
APPOINTEE <b>Vacant</b>	DIVISION/SECTION <b>CALFED Program Performance &amp; Communications</b>		
Percent of Time (E) and (M)	Indicate the duties of the position and the percentage of time spent on each. Group related tasks under the same percentage. Percentages should be in increments of 5% with the highest percentage first. Identify essential functions with an (E) and marginal functions with an (M) in the percentage column. "Other duties as required" cannot be used as a task statement.		
20% (E)	Plans, coordinates, and executes outreach efforts with program managers, state and federal agencies, public advisory subcommittees, and interested stakeholders to include media events and briefings. Collaborates with regional, legislative and congressional leaders on strategic and policy planning for public and regional outreach. Plans and coordinates meetings, workshops, hearings, media briefings, and public involvement activities designed to keep the public and stakeholder groups informed of the process of developing long-term Bay-Delta solutions. This includes determining participants, location, and content, based on the strategic plan.		
15% (E)	Acts as spokesperson for the program before public groups, to the news media, and to individuals who inquire regarding the program's activities. Assists the Deputy Director for Program Performance and Communications with preparations for effective oral presentations at meetings, briefings, etc. to inform groups of programs, objectives, and activities. Does oral presentations before groups; prepares legislative and congressional testimony and speeches for the CDBP Director. Responds to phone and written inquiries from the general public, stakeholders, and the media on all phases of the Bay-Delta Program.		
5% (M)	Applies a variety of analytical techniques in gathering, analyzing and evaluating complex public comment data and the effectiveness of complex media approaches and outreach efforts, and developing appropriate recommendations for management's consideration.		
	<b>DESIRABLE QUALIFICATIONS</b> Technical writing skills; knowledge of web design and content and the ability to develop public information resources using that technology; facilitation skills; ability to successfully interact with a diverse group of individuals to achieve common goals; and experience working with a variety of media sources, including print, radio, and television.		
	<b>ADDITIONAL REQUIREMENTS</b> Position is subject to financial disclosure; incumbent required to file Statement of Economic Interests (Form 700).		