Position Duty Statement

Date: June 12, 2015
Name of Incumbent:

Civil Service Title: Information Officer I (Specialist)  Position Number: 364-350-5601-XXX
Working or Job Title: Writer  Division/Unit: Communications
Supervisor's Civil Service Title: Communications Director  Location: Sacramento
Supervisor's Working Title: Communications Director
Supervises: N/A

You are a valued member of the Department’s team. You are expected to work cooperatively with team members and others to enable the Department to provide the highest level of service possible. Your creativity and productivity are encouraged. Your efforts to treat others fairly, honestly and with respect are important to everyone who works with you.

Program Identification:
The Office of Communications is charged with developing and maintaining the California Community Colleges statewide website created specifically to foster success among prospective and current students. Our team also manages media relations; determines style guides for writing, graphics and the web; publishes reports to the governor and Legislature; creates timely marketing pieces and much more. The Office of Communications also oversees the “I Can Afford College” campaign.

Summary Statement:
Under the direction of the Director of Communications and Vice Chancellor for Communications, the Information Officer (Specialist) (IO) is responsible for a wide variety of activities and work assignments that support the Chancellor’s Office’s communications and outreach. The IO will research and write copy for news releases, op-ed pieces, news features for web display, as well as edit reports generated by divisions for distribution to the Legislature and public. The IO will be the lead in developing and executing the Agency’s social media strategy: generating content, and posting and monitoring social media platforms used by the Chancellor’s Office. The IO will update content on office web sites, produce daily news clippings sent to the system’s 112 colleges, assist with event planning activities, may serve as an official spokesperson for the agency, and perform other communications duties as assigned.

Essential Functions (E) – Marginal Functions (M)

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<tr>
<th>% Job Description</th>
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<tr>
<td>60% (E) Research, write and edit news releases, speeches, talking points, social media posts, reports, news features and other pieces that succinctly and effectively communicate the Chancellor’s Office mission and accomplishments in serving California community college students. Produce clean copy that is accurate and does not need substantial editing and meet all deadlines. Take the lead in coordinating, editing and publishing reports that the agency produces for the Legislature and Governor’s Office. Compile and edit daily news clippings.</td>
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<tr>
<td>20% (E) Produce daily social media postings that inform audiences about the activities of the Chancellor’s Office and promote the work of colleges. Provide recommendations for social media strategies that are relevant and effective in reaching policy makers as well as current and prospective students and college staff. Stay current with social media mediums and make recommendations on which products might be effective in delivering Chancellor’s Office messaging and how to best integrate the mediums into the communications division’s day-to-day activities, including assisting with event planning as needed.</td>
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<tr>
<td>15% (E) Work on the Chancellor’s Office’s Website performing background research for and creation of individual Web pages and sections, finding material suitable for inclusion in an online format. Ensures communications division web content is current and accurate.</td>
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Classification: **Information Officer I (Specialist)**
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Other duties as required, consistent with the specifications of this classification.

**IMPACT AND CONSEQUENCE OF ERROR:**
- Errors in communications to the public and internal stakeholders will reflect poorly on the Chancellor’s Office.

**PROFESSIONAL CONTACTS:**
- Frequent contact with staff at all levels
- Frequent contact with executive level management.

**SPECIAL PERSONAL CHARACTERISTICS:**
- Attention to detail
- Positive attitude, open-mindedness, flexibility, and tact.
- Commitment to quality customer service that exceeds the customer’s expectations.
- Excellent organizational skills.
- Focus attention to detail and follow-through.
- Multitask, meet deadlines, and adjust to changing priorities.
- Good attendance and punctuality record.
- Consistently exercise a high degree of initiative.
- Analyze situation and adopt effective course of action.
- Provide backup to other staff during absences.
- Working proficiency in Microsoft Word, Outlook, Excel, and Access.
- Communicate confidently and courteously in a clear and concise manner in a diverse community.
- Act independently and work well as a team member.
- Receive and follow direction from supervisors/lead person.
- Demonstrate thorough knowledge of effective expository writing techniques and understanding of Associated Press style.

**WORKING AND ENVIRONMENTAL CONDITIONS**
- Must be able to stand and/or sit for extended periods of time.
- Ability to stoop, bend down, kneel and reach for extended periods of time.
- Ability to use fine motor skills for computer or office machine use.
- Multitask, meet deadlines, and adjust to changing priorities in a cooperative manner.
- Work environment will be in a climate-controlled office under artificial lighting.

I have read and understand all the requirements and information above and discussed the duties listed above with my supervisor and can perform them either with or without reasonable accommodation. (If you believe you may require reasonable 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 Signature: ___________________________ Date: __________

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

Supervisor Signature: ___________________________ Date: __________