


 PROPOSED

 CURRENT

DUTY STATEMENT

	EFFECTIVE DATE
DEPARTMENT Communications & External Affairs	POSITION NUMBER (Agency - Unit - Class - Serial) 341 - 200 - 5595 - 902
INCUMBENT	CLASS TITLE Information Officer II
WORKING HOURS/SCHEDULE TO BE WORKED	WORKING TITLE Senior Media Relations Spec (Bonus / Outreach)
<p>The CEA promotes and supports long-term community resilience by providing risk education, loss mitigation, and insurance protection to help Californians prepare for and recover from damaging earthquakes.</p>	
<p>BRIEFLY (1 to 3 sentences) DESCRIBE THE POSITION'S ORGANIZATIONAL SETTING AND MAJOR FUNCTIONS</p> <p>Under administrative direction of the Chief Communications Officer (Exempt), the incumbent serves as a Senior Media Relations Specialist for the California Earthquake Authority (CEA). The incumbent is responsible for partnering with a second Information Officer II to develop and implement a comprehensive media relations program. Shared responsibilities include creation of media relations strategies and materials before and immediately after earthquakes to help educate California journalists on earthquake risk, residential insurance, and mitigation through various channels of media consumed by California residents, industry stakeholders, interest groups, etc.</p> <p><i>The incumbent specifically oversees CEA's media events, stakeholder outreach, bonus and social media.</i></p> <p>This position requires the incumbent to communicate effectively orally and in writing, with or without reasonable accommodation, in dealing with the public and/or other employees; develop and maintain knowledge and skill related to specific tasks, methodologies, materials, tools, and equipment; complete assignments in a timely and efficient manner; adhere to CEA policies and procedures regarding attendance, leave, and conduct; and ensure compliance with anti-trust laws.</p>	
% of time performing duties	Indicate the duties and responsibilities assigned to the position and the percentage of time spent on each. Group related tasks under the same percentage with the highest percentage first. (Use additional page if necessary)
	<p>ESSENTIAL FUNCTIONS (completion required)</p> <p>30% Develop and implement a proactive media-relations program to help educate journalists on earthquake risk, residential insurance, and mitigation consistent with the CEA mission. Consult with, and interpret program direction provided by the Chief Communications Officer, Chief Executive Officer, and executive management team when managing all facets of media-relations responsibilities. Work across all related CEA communications team members and other department subject-matter experts in the planning of media-relations programming. Write and/or update media-messaging protocols and processes, and train CEA and contracted staff. Manage CEA media coverage and events. And serve as a media spokesperson.</p> <p>20% Research, write, and edit news releases, statements, pitches, and other information for publication, broadcast, and other types of internal and external media. Respond, and/or provide recommended responses, to fulfill news-making responsibilities and opportunities. Work with CEA executive management in developing media relations plans and materials. Closely monitor mainstream and trade media as needed to produce, disseminate, and archive Eclips.</p> <p>25% Promote, plan, and fully facilitate external earned- and bonus-media activities and events. Manage CEA's oversight of the annual <i>Get Prepared, California!</i> Auction and leadership role in the Great California ShakeOut. When necessary, represent CEA as part of a multi-agency media-relations team in planning meetings and materials development. Coordinate external media-relations opportunities with CEA paid-media and agent-marketing campaigns.</p> <p>10% Schedule and prepare CEA executive management for interviews and speaking engagements; develop talking points, fact sheets, and other tools to facilitate the interview process.</p>

10%

Work occasional extended hours and overnight travel to participate in media events, and to meet with journalists, is required. Infrequent work on weekends or holidays following damaging earthquakes also is required.

5%

Manage online press room. Create and manage a robust database of related journalists, news stories, spokespersons, stakeholders, and media-relations contractors. Become expert in technology designed to facilitate distribution of news information, log ongoing conversations with journalists, archive related news stories, etc. Train other team members to distribute news information in your absence, and to access database information when needed.

COMPETENCIES

CORE COMPETENCIES - All employees are responsible for understanding and demonstrating CEA's core competencies:

- Adaptability & Flexibility
- Communication
- Customer/Client Focus
- Teamwork
- Work Standards, Quality Orientation, & Initiative

CLASSIFICATION COMPETENCIES

- Techniques of Preparing, Producing, and Disseminating Information
- Utilization of all Major Media Communications
- Analytical Thinking
- Decision Making
- Ethics and Integrity
- Initiative
- Interpersonal Skills for Relationship Building
- Managing Work
- Technical/Professional Knowledge and Skills
- Thoroughness
- Professional Written and Oral Communication

INTERPERSONAL SKILLS (optional)

- Interact successfully in a team environment.
- Communicate successfully in a diverse community.
- Communicate effectively with individuals from varied experiences, perspectives and backgrounds.
- Deal with individuals in a tactful, congenial, personal manner so as not to alienate or antagonize them.
- Must be able to function rationally, coolly and deliberately under pressure situations in order to reach the best solution.

WORK ENVIRONMENT OR PHYSICAL ABILITIES REQUIRED OF THE JOB (if applicable):

WORK ENVIRONMENT

- Prolonged periods of standing, bending, sitting, kneeling.
- Occasional overnight travel.
- Work in a high rise building, in an open space environment.

PHYSICAL ABILITIES

- Ability to use a computer keyboard several hours a day.
- Read from computer screens several hours a day.

Responsible for promoting a safe and secure work environment free from discrimination, harassment, inappropriate conduct, or retaliation. This will be accomplished by working with Human Resources to ensure federal or state laws and rules and CEA's policies and processes are adhered to by staff. Responsible for taking a pro-active approach in preventing Human Resources or Equal Employment Opportunity Program policy or process issues by responding appropriately to employee concerns by elevating potential EEO or HR issues to the appropriate personnel. Responsible for participating in mandated HR or EEO training workshops (i.e. Sexual Harassment, EEO, etc.).

To be reviewed and signed by the supervisor and employee:

SUPERVISOR'S STATEMENT:

- I HAVE DISCUSSED THE DUTIES AND RESPONSIBILITIES OF THE POSITION WITH THE EMPLOYEE
- I HAVE SIGNED AND RECEIVED A COPY OF THE DUTY STATEMENT

SUPERVISOR'S NAME (Print)

SUPERVISOR'S SIGNATURE

DATE

EMPLOYEE'S STATEMENT:

- I HAVE DISCUSSED THE DUTIES AND RESPONSIBILITIES OF THE POSITION WITH MY SUPERVISOR
- I HAVE SIGNED AND RECEIVED A COPY OF THE DUTY STATEMENT
- I AM ABLE TO PERFORM THE ESSENTIAL FUNCTIONS LISTED WITH OR WITHOUT REASONABLE ACCOMMODATION
- I UNDERSTAND THAT I MAY BE ASKED TO PERFORM OTHER DUTIES AS ASSIGNED WITHIN MY CURRENT CLASSIFICATION, INCLUDING WORK IN OTHER FUNCTIONAL AREAS AS BUSINESS NEEDS REQUIRE

EMPLOYEE'S NAME (Print)

EMPLOYEE'S SIGNATURE

DATE

HUMAN RESOURCES MANAGER'S NAME (Print)

HUMAN RESOURCES MANAGER'S SIGNATURE

DATE