

POSITION DUTY STATEMENT

CLASSIFICATION Associate Governmental Program Analyst	POSITION NUMBER 341-100-5393-310
WORKING TITLE	DEPARTMENT/UNIT Communications and External Affairs
EFFECTIVE DATE	LOCATION Sacramento
MANAGEMENT DESIGNATION N/A	CONFLICT OF INTEREST CATEGORY N/A

SUPERVISION RECEIVED: Staff Services Manager I

SUPERVISION EXERCISED: N/A

JOB DESCRIPTION : Under the administrative direction provided by the Staff Services Manager I (SSMI) within the California Earthquake Authority's (CEA) Communications and External Affairs department the incumbent will serve as the CEA's Information Officer. The incumbent will perform duties and tasks related to the development and day-to-day implementation of the CEA's comprehensive information program. In the event of an earthquake, working extended hours, which may include holidays and weekends.

ESSENTIAL FUNCTIONS: The incumbent must have the ability to perform the following essential functions with or without reasonable accommodations:

50%

- Work individually and in a team setting to develop, implement and maintain CEA's comprehensive public information program by planning, writing, developing and evaluating internal media, branding, messaging and protocols and processes. Provide training to other CEA staff and contracted staff on protocols, as required.
- Promote relationships with participating insurers through written content and outreach.
- Prepare news releases, statements and other information for publication for print, broadcast, and other types of media for internal distribution. This includes researching, preparing, writing, editing and disseminating of information to internal and external audiences.
- Promote, plan and coordinate external activities and events including, but not limited to, the Great California ShakeOut, I-day events and emergency preparedness fairs. Travel may be required.
- Assist CEA officials with writing and editing of material for internal and external dissemination.
- Maintain good working relationships with reporters, editors and other media personnel. Maintain accurate and up-to-date media lists using media-tracking software. Build lists of reporters, editors, other media personnel, emergency preparedness personnel and business and financial persons of interest.
- Prepare CEA officials for interviews and speaking engagements. This includes scheduling of interviews, providing talking points, and any other assistance required to facilitate interviews.
- Track news coverage on the earthquake insurance industry and provide recommendations for response and prepare response, as necessary.
- Represent the CEA at meetings and events, as requested.

25%

- Coordinate CEA's role in Great California ShakeOut, including: coordination of statewide multi-agency media team; attend meetings; plan meetings; develop media plans for all events related to ShakeOut; write regional news releases; prepare maps, website material and venue schedules; coordinate with internal team on earned media outreach and paid media campaign; track earned media results; and prepare other written material, as required.

15%

- Produce eclips and analyses for internal and external dissemination by performing searches; reviewing articles; preparing for distribution; maintaining distribution list; disseminating eclips; and archiving.

5%

- Assist in maintaining content on website by writing, editing and reviewing information. Assist in overhaul of website and after completion, make recommendations for improvements, as appropriate.

5%

- Perform other related duties as may be assigned.

I have read and discussed those duties with my supervisor

I certify that the above accurately represents the duties of the position

Employee Signature:

Supervisor Signature:

PERSONNEL USE: This personnel transaction has been reviewed and approved by:

Personnel Analyst Signature

Date

:P2#

:625#
