

CALIFORNIA CONSERVATION CORPS
POSITION DUTY STATEMENT

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| WORKING TITLE OF POSITION: Information Officer | REPORTING UNIT NUMBER: 341 |
| DIVISION/BRANCH OR CENTER: Communications Unit | LOCATION: CCC Headquarters, Sacramento |
| CLASS TITLE: Information Officer I (Spec) | POSITION NUMBER: 533-341-5601-002 |
| | EFFECTIVE DATE: September 2022 |

SUPERVISION EXERCISED

| NUMBER | DIRECT SUPERVISION CLASSIFICATION | NUMBER | INDIRECT SUPERVISION CLASSIFICATION |
|--------|-----------------------------------|--------|---|
| 0 | Not applicable | 1 - 3 | Corpsmembers/Interns/Student Assistants |

EFFECTIVE ON THE DATE INDICATED, THE EMPLOYEE PERFORMS THE FOLLOWING DUTIES AND RESPONSIBILITIES ASSIGNED TO THE ABOVE POSITION.

Under the direction of the Communications & Outreach Manager (Information Officer II), the Information Officer I (IOI) performs sensitive public relations activities that require independence of judgment and action. The IOI coordinates and interacts with news media, Spanish language and ethnic media, the public, communications officials, industry and environmental organizations and other stakeholders to accurately communicate the activities, objectives and priorities of the California Conservation Corps.

This position requires excellent communications skills to work with Communications & Outreach personnel, program staff, and Corpsmembers. Superior writing skills are required. This position may include travel in-state (average of two days per month) to project locations, working in various climates and weather conditions, and walk or hike to project locations. Ability to lift and carry equipment, up to 25 pounds, may be required.

Relative Time Required

30%

External Communications: Assist in developing and coordinating the department's external communications by implementing information campaigns and strategies. Work with Communications & Outreach personnel and contractors to plan, prepare, and produce written materials, including, but not limited to, stories about CCC projects, CCC alumni, recruitment opportunities, career and educational opportunities offered by the program. Frequent and routine engagement with CCC staff, Corpsmembers, and CCC alumni via text, email and/or phone calls.

Assist in communicating the department's message across various traditional and social media, including newspaper, television, radio, stakeholder, community-based publications, consistent, and community outreach activities and special events throughout the state. Conduct recruitment and/or informational presentations to potential partners and community groups as needed. Assist with the production, review, and maintenance of all public information products and materials, including: CCC website, news releases, social media, backgrounders, fact sheets, newsletters, publications, videos, public service announcements, flyers, and brochures. Serve as departmental spokesperson.

30%

Social Media: Working with Communications & Outreach staff and contractors, plan, develop, and execute social media campaigns on various CCC owned social channels. Assist in managing content publication schedule, aggregate social assets, and post content to these channels. Monitor and analyze effectiveness, conduct daily social listening on platforms, and respond to inquiries and misinformation.

20%

Content Creation: Work in field documenting, through use of digital cameras and electronic devices, the various natural resources project work, including, but not limited to, wildland firefighting, forestry, culinary, trail building, park improvements, and energy projects conducted by Corpsmembers and staff; create and edit photos and video with computer software.

15%

Internal Communications: Working in conjunction with Communications & Outreach staff, assist in creation of CCC internal communications including, but not limited to, the CCC staff newsletter and CCC Communications & Outreach Sharepoint site. Aggregate and analyze affiliated reports, assets and data for various CORE projects and communications.

5%

Miscellaneous Duties/Assignments: Provide guidance to management on possible impact and reaction of news media and the public on departmental decision and activities. Work with technical program managers to address and resolve issues of concern. Meet regularly with Communications and program managers to share ideas and keep up-to-date on latest CCC developments.

Perform other duties as required and appropriate to support the work of the Office of Communications and the CCC.

OTHER RESPONSIBILITIES Additionally this position may participate in emergency operations in the capacity of area teams, field inspection, coordination, and assist agencies such as CalOES and FEMA in disaster work, including performing fieldwork to complete damage survey reports for droughts, flooding, earthquakes, and other emergencies. This position may also serve in one of the sections as established in the Incident Command System to assist the department in performing its emergency preparedness, response, recovery, and mitigation functions. These functions are established in the California State Emergency Plan.

Signing below indicates your understanding of the duties you are expected to perform.

Employee Name

Employee Signature

Date

Supervisor Name

Supervisor Signature

Date