



Classification: Information Officer I	Position No. 180-5601-013
CBID: R01	Office: Media & Public Communications Office
Date Prepared: August 23, 2016	Division: Executive

KEY: (E) IS ESSENTIAL, (M) IS MARGINAL

Under the direction of the Media Relations Manager, the Information Officer I provides media and communication support to Energy Commission policies, programs and projects as part of a media team that works together on marketing and public relations efforts. This position will support the Fuels and Transportation division but the incumbent will acquire general knowledge of other energy issues in order to serve the Energy Commission on a broad basis.

WORKING CONDITIONS. Work is performed indoors in an office setting.

DUTIES AND RESPONSIBILITIES:

- 40% Develop and implement strategic communications plans and campaigns based on the Energy Commission's top priorities (reducing greenhouse gas emissions, renewable energy, energy efficiency, clean transportation, siting of power plants, and research & development). Seek out and leverage strategic and proactive opportunities to tell the Commission's success stories. Work with allies and sister energy agencies to coordinate efforts, amplify Commission work and leverage third-party messengers to champion initiatives. Develop key messages, talking points, narratives and frame issues in a way that allows the Commission to shape public perception, get ahead of issues and deflect criticisms. Handle crisis communications and rapid response activities as needed. Use traditional and social media platforms to publicize Commission work and the public benefits that our efforts are delivering. (E)
- 30% Respond in a timely manner to media calls on energy issues, provide accurate answers, and prepare spokespeople for interviews and speaking engagements as needed. (E)
- 20% Prepare, review, edit and finalize strategic print, broadcast and online communications materials, articles and collateral to showcase Commission projects and programs, including news releases, media advisories, blog posts, and media pitches. (E)
- 5% Support the outreach activities of the Commission including attending hearings and preparing weekly status reports. (E)
- 5% Perform other related duties as required consistent with the specification of the classification. (M)

SIGNATURES			
I Certify That I Am Able To Perform, With Or Without The Assistance Of A Reasonable Accommodation, The Essential Job Duties Of This Position			
_____	_____		
Employee	Date	Supervisor	Date