

Department of Consumer Affairs
 Position Duty Statement
 HR-041 (new 5/04)

Classification Title	Board/Bureau/Division
Information Officer I (Specialist)	Medical Board of California
Working Title	Office/Unit/Section / Geographic Location
Public Information Analyst	Office of Legislative and Public Affairs - Sacramento
Position Number	Effective Date
629-120-5601-XXX	

Under the direction of the Information Officer (IO) II, the incumbent performs the more difficult and professional work associated with the Board’s public-information activities. The incumbent provides sensitive consulting services and technical support in assigned subject-matter areas, to Board management, licensees and the public. The IO I utilizes advanced written, verbal, and oral communication skills in order to coordinate media relations, online content, and print materials for the Board. The IO I replies to media inquiries, and will effectively and collaboratively interact with all levels of internal and external stakeholders, while simultaneously managing multiple projects/assignments. The incumbent serves as the managing editor for the Medical Board of California (MBC) quarterly Newsletter and is responsible for researching and composing articles, soliciting and reviewing articles submitted by other health related organizations and preparing the final layout utilizing InDesign software. Duties include, but are not limited to:

A. SPECIFIC ASSIGNMENTS [Essential (E) / Marginal (M) Functions]

35% Medical Board of California Newsletter (E)

- Researches laws, regulations, Board policy, search engines, internet and medical journals for use in the MBC quarterly newsletter that is circulated to all physician and surgeon licensees, legislature, media, medical schools, teaching hospitals and other interested parties. Composes and/or reviews articles: dedicated to informing and educating physicians and surgeons of new or changing laws, regulations, continuing education, Board policy and legislative highlights; Board updates and President’s Report; health concerns, other allied health professions and Administrative Actions. Seeks out, requests and coordinates articles from outside agencies, private entities and experts; secures copyright approval from information sources for use in the Newsletter and other publications. **(25%)**
- Constructs newsletter layout utilizing InDesign software. Determines the most cost effective and efficient layout of articles to diminish “white space” and makes last minute changes for priority articles. **(5%)**
- Submits all articles to the Board’s editorial committee and executive staff for review. Discusses proposed edits with the editorial committee and executive staff, and incorporates any necessary edits. Seeks and obtains legal’s approval and purchasing approval to ensure adequate funding for printing is available. **(5%)**

25% Social Media and Video Production (E)

Independently or through delegated assignment, responsible for the photography at Board events, video and editing of Board videos, and other related media products. Coordinates, manages updates, and posts to the Board's various social platforms and multi-media communication channels (including publications, audio/video or PowerPoint presentations, press events, the Board's website, Facebook, Twitter, and YouTube). **(25%)**

15% Public Information and Routine Written/Oral Communication

- Researches, analyzes and prepares written responses to correspondence (including controlled correspondence) for Executive Management's signature in response to verbal and/or written requests from: complainants, health care consumers, attorneys, legislators, industry representatives, Governor's staff and other state and federal agencies regarding the Board that is not specifically classified within the licensing or enforcement parameters. Researches and drafts speeches and other public comments for departmental officials, as requested. Contacts appropriate DCA and Board staff as necessary, to research and respond to departmental and administrative correspondence. **(5%)**
- Prepares written talking points for press events, responses to the media, other stakeholders, and for various management, throughout the Board. Acts as a spokesperson for the agency before public groups, the news media, and to individuals who inquire regarding the Board's public affairs activities. **(5%)**
- Acts as first point of contact in the IO II's absence, for local, state, national and international media requests. Researches disciplinary matters and status of cases in order to respond to inquiries received via e-mail and telephone, from consumers, physicians, the media, and other interested parties. In addition, responds to questions posed regarding other complex issues or newsletter content. Provides information, verbally and in writing, to the media, consumers, physicians, and others regarding the Board's roles, responsibilities, services and activities provided to healthcare consumers. **(5%)**

10% Outreach Material and Publications (E)

- Researches current laws, regulations, court rulings, opinions, health industry journals and etc. for the most up-to-date data for inclusion in outreach materials. Consults with section managers to determine if program information requires revisions and implements them if necessary. Updates physician guidebook, brochures and informational materials provided to healthcare consumers, healthcare organizations, licensees and distributed at outreach and training events. Encourages various media outlets to utilize the Board's public service materials. **(5%)**
- Consults with PAO webmaster to include or delete one-time informational items on Board's website and advises of pertinent and timely edits required; participates in Web User's Group meetings. **(5%)**

10% Special Assignments Projects and Assignments (E)

- Acts as Board contact for inquiries from the public, licensees, professional associations, and other entities, in order to provide a response to the more difficult questions regarding physicians and other allied health professions. Serves as back-up to other AGPA in the unit, by assisting with Public Records Act (PRA) and Freedom of Information Act (FOIA) requests. Researches and independently prepares the more complex and difficult PRA and FOIA responses pertaining to

broad crossover of Board issues. Meets with legal staff to discuss, organize and coordinate responses to the more difficult and voluminous requests. Tracks and maintains PRA/FOIA requests and determines appropriate Board staff/program to prepare response. Maintains "Knowledge Binder", used as a reference and inquiry guide, which includes miscellaneous/legal questions and answers by subject matter including: scope of practice, business questions, reporting issues, specialty boards and miscellaneous subjects addressed/researched in daily interactions. Performs other job-related duties, as required.

5% Medical Board of California Webmaster (M)

- Serves as the back-up to the webmaster; researches laws, regulations, court rulings, opinions, health industry journals, search engines and Board policies in order to respond to the more difficult and specific webmaster questions regarding physician prescribing, scope of practice, physician survey concerns, Board mandates, etc.

B. Supervision Received

The incumbent works under the direction of the Information Officer II.

C. Supervision Exercised

None

D. Administrative Responsibility

None.

E. Personal Contacts

The incumbent has direct and daily contact with other Medical Board staff and management, licensees, healthcare consumers, the Department of Consumer Affairs Legal Office, attorney general's office, other governmental agencies, other state medical boards and national health care professionals and associations.

F. Actions and Consequences

If the incumbent does not perform the position's duties adequately, inaccurate information about professional conduct, practice standards, Board activities, licensee status and discipline and various legal requirements of the medical profession could be provided to the public (through correspondence, media, newsletter and telephone contact). This would give the Medical Board of California unfavorable representation and diminish credibility resulting in additional expense, serious public risk and potential litigation. This could result in legally damaging consequences to all parties and embarrass the Board, DCA, Agency, and other government offices.

G. Functional Requirements

Utilizes InDesign, Excel and Microsoft Word Publisher software programs when updating or creating publications. No specific physical requirements are required: the incumbent works 40 hours per week in an office setting, with artificial light and temperature control. Daily access to and use of a personal computer and telephone is essential. Sitting and standing requirements are consistent with office work. Travel is required to attend Board business-related meetings, and newsletter layout, departmental approvals, and printing review and approval. Travel, for the most part, is expected to be local.

H. Other Information

The incumbent must possess superior written and verbal communication skills, use sound judgment in decision making, exercise creativity, flexibility and pull from general knowledge of Board operations in problem identification and resolution. Knowledge of InDesign software program is preferred, but not required. Manage time and resources effectively and independently, and be responsive to MBC staff, Board and committee members, DCA management needs, the media, licensees and newsletter recipients. Dependability in attendance and independent completion of duties is critical to the operation of the MBC Public Affairs Office.

The incumbent may be privy to sensitive and confidential issues and/or materials and is expected to maintain the privacy and confidentiality of documents and topics pertaining to individuals or to sensitive program matters at all times.

Title 11, § 703D California Code of Regulations requires criminal record checks of all personnel who have access to Criminal Offender Record Information (CORI). Pursuant to this requirement, applicants for this position will be required to submit fingerprints to the Department of Justice and be cleared before hiring.

I have read and understand the duties listed above and I can perform these duties with or without reasonable accommodation. (If you believe reasonable accommodation is necessary, discuss your concerns with the hiring supervisor. If unsure of a need for reasonable accommodation, inform the hiring supervisor, who will discuss your concerns with the Health & Safety analyst.)

Employee Signature

Date

Printed Name

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

Printed Name

New: CZ 5/2014

Approved: JM 7/2014