

## ***Information Officer II***

### ***Knowledge, Skill, Ability, and Personal Characteristic Statement Rating Results***

<b>KSAPC #</b>	<b>Knowledge, Skill, Ability, and Personal Characteristic</b>
K01	Knowledge of the English language including the proper use, meaning and spelling of words, rules of composition, and grammar.
K03	Knowledge of various communication platforms (e.g., print, broadcast, digital media) to convey information to various interested parties.
K04	Knowledge of appropriate timing for disseminating information through different communication platforms.
K05	Knowledge of technology and techniques used to prepare, produce and disseminate information.
K06	Knowledge of various communication methods and techniques to convey information to various interested parties.
K08	Knowledge of the general function of California State Government.
K09	Basic knowledge of various forms of social media communications (e.g., Twitter, Facebook, YouTube, Blogs) as they relate to public information dissemination.
K10	Knowledge of leadership practices and motivational techniques to maintain a productive work environment.
K13	Knowledge of emerging technologies that support the organizations public information function.
A01	Ability to write effectively (e.g., print, broadcast and online media) communicating in a tone and style appropriate to the needs of the audience.
A02	Ability to write, edit and produce various information materials (e.g., news releases, magazine articles, correspondence, booklets, brochures, pamphlets, magazines, reports, speeches, scripts for radio, television or motion pictures, editorials) to convey information to various interested parties.
A03	Ability to read and understand information and ideas (e.g., government code, legislation, memos, other work related documents).
A04	Ability to synthesize complex information for communication to general audiences.
A05	Ability to determine the appropriate communication platform to use for an intended audience.
A06	Ability to establish and maintain effective working relationships (e.g., the public, media, internal staff, stakeholder groups, legislative staff).
A07	Ability to implement strategies designed to develop and maintain the organization's image and identity.
A08	Ability to implement strategies designed to repair the organization's image and identity.
A09	Ability to identify a need for public information education.
A10	Ability to produce media, program and/or internal events (e.g., news conference, ground breakings, information fairs).

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A11	Ability to accurately communicate at the appropriate level of comprehension for the intended audience.
A12	Ability to actively listen, giving full attention to what other people are saying, taking time to understand the points being made, asking questions as appropriate.
A13	Ability to speak and/or present information in a public setting (e.g., community based meetings, stakeholder groups, outreach efforts).
A14	Ability to communicate effectively with supervisors, peers, and subordinates.
A15	Ability to prioritize work assignments to ensure completion within established timeframes.
A16	Ability to pay attention to detail, working carefully and thoroughly when completing tasks.
A17	Ability to be flexible in adapting to changes in priorities, assignments, and other interruptions, which may impact pre-established timelines and courses of action for completing projects and assignments.
A18	Ability to multi-task and manage multiple changing, complex and/or competing priorities to complete tasks in appropriate timeframes.
A19	Ability to organize and manage time to maintain workflow and meet deadlines.
A20	Ability to learn and apply new ideas to job tasks.
A21	Ability to work independently on projects or assignments without close supervision or detailed instructions.
A22	Ability to think critically, using logic and reasoning to identify the strengths and weaknesses of solutions, conclusions or approaches to problems.
A23	Ability to use logic to analyze information to address work-related issues and problems.
A24	Ability to apply public relations research and methodologies to address specific problems or issues.
A26	Ability to accept criticism while maintaining a professional demeanor.
A27	Ability to convey constructive criticism to enhance the individual's professional development and meet the organization's goals.
A28	Ability to maintain a professional demeanor in high stress situations.
A29	Ability to work collaboratively with others in a team environment.
A30	Ability to engage diverse external stakeholders in the organization's program or goals.
A32	Ability to determine the most effective, efficient, and persuasive way to present an issue or point of view.
A33	Ability to exercise initiative and think creatively to communicate information.
A35	Ability to organize and direct a statewide program of public information and education.

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A37	Ability to use a computer and other technologies to input data, access information, and/or create materials and documents using a variety of software applications.
A38	Ability to use word processing software to prepare reports, memos, correspondence, and other job-related documents and materials.
A39	Ability to use electronic mail software to communicate with diverse audiences on matters related to various project and program issues.
A40	Ability to assess and use emerging technology to reach target audience or customers.
PC01	Integrity – behaves honestly and ethically in all interactions.
PC02	Dependability - is reliable, responsible, and dependable, fulfilling obligations.
PC03	Respectful – treats others with dignity, courtesy, and respect.