



INFORMATION OFFICER III, CEA Supplemental Questionnaire

INFORMATION:

Welcome to the Department of Forestry and Fire Protection's (CAL FIRE) Information Officer III, CEA examination.

The entire examination will consist of an evaluation of experience weighted 100%. The Supplemental Questionnaire is designed to elicit specific information regarding each candidate's knowledge, skills, and abilities, relative to the predetermined, job-related, rating criteria. All applicants must complete and return the entire examination packet. The examination process takes about one hour to complete. All competitors will be ranked competitively. In order to obtain a position on the employment list, you must attain a minimum score of 70%.

The assessment is a self-rating process. In the following pages, you will view the Minimum Qualifications for Information Officer III, CEA, review and sign the Affirmation, fill out the Contact Information, and Reference pages and for the examination you will rate yourself on a series of statements designed to measure how your experience has provided you the essential knowledge, skills, and abilities required to successfully perform in the Information Officer III, CEA position. Your responses to the supplemental questionnaire may be used later as information for follow-up questions during a hiring interview.

Your examination packet is not considered entered until it is postmarked or received in the office of the CAL FIRE Examination Unit by 5:00 p.m. on the final filing date of **July 31, 2015**.

A copy of your examination packet along with any mandated supporting documents must be postmarked or received in the CAL FIRE Examination Unit office by 5:00 p.m. on the final filing date of **July 31, 2015**.

*The concluding assessment consists of two rated sections:

Experience (Frequency & Length of Experience); 24 questions
Knowledge, Skills, and Abilities, (KSA's) (Level of each KSA); 41 questions

Upon receipt of the completed supplemental questionnaire it becomes the property of the CAL FIRE Examination Unit. Due to its confidential nature, such information cannot be returned.

If you have any questions or need assistance with this supplemental questionnaire, please contact the Examination Unit (LaWren Morrow) at (916) 445-0500.

INSTRUCTIONS

All applicants must submit a copy of the examination packet (see below) to the address listed below by the final filing date of **July 31, 2015**.

SUBMIT BY MAIL:

Department of Forestry and Fire Protection
Examination Unit – (Attention: LaWren Morrow)
P.O. Box 944246
Sacramento, CA 94244-2460

SUBMIT IN PERSON:

Department of Forestry and Fire Protection
Examination Unit – (Attention: LaWren Morrow)
1300 U Street
Sacramento, CA 95818

A completed hard copy of the examination packet consists of the following:

- A completed and signed Standard State Application, STD 678. [Click here for State Application](#)
- Any verification documents that are required for verification of your Minimum Qualifications.
- A copy of the completed Supplemental Questionnaire.
- A copy of the completed Affirmation, Contact Information, and References pages.

Incomplete examination packets will **NOT** be considered for this examination process.

Information Officer III, CEA Minimum Qualifications:

Experience: Either

1. One year of experience in the California state service with responsibility for coordinating, planning, directing or managing a complex information and public affairs program, in a class with a level of responsibility not less than Information Officer II.

or
2. Three years with similar responsibilities in a class with a level of responsibility not less than Information Officer I.

or
3. Broad and extensive (more than five years) experience in managing and directing a comprehensive information program. **and** Education: Equivalent to graduation from college. (Additional qualifying experience may be substituted for the required education on a year-for-year basis.)

Note: Candidates qualifying under pattern III above **must** provide a copy of your degree or transcripts from a recognized U.S. university or foreign university accredited by the Accredited Institution of Postsecondary Education.

Affirmation:

Please read, sign, and fill out the below information:

I understand that by completing this questionnaire I hereby certify and understand that the information provided by me on this supplemental questionnaire is true and complete to the best of my knowledge and contains no willful misrepresentation or falsifications. I understand this information may be verified and possibly be discussed in a hiring interview. I also understand that if it is discovered that I have made any false representations I will be removed from the examination process, removed from the list resulting from the examination, and could be dismissed from civil service status.

Signature:

Name:

Address:

City:

State:

Zip Code:

E-mail:

Phone:

Date:

Professional Reference Information:

Provide two professional references that can verify your experience. For each reference complete the following:

Reference #1

Name:

Address:

City:

Phone Number:

Title:

Reference #2

Name:

Address:

City:

Phone Number:

Title:

Experience

Frequency

Never performed this task

Annually performance of this task

Monthly performance of this task

Weekly performance of this task

Daily performance of this task

Length of Experience

Never performed this task

0 to 1 year performing this task

>1 to 2 years performing this task

>2 to 3 years performing this task

>3 to 4 years performing this task

> 4 years performing this task

***1. Tasks performed by the Information Officer III, CEA**

Frequency

Length of Experience

1. Act as the official Department spokesperson to the public and media for all formal communications on Department matters (e.g., personnel, budgets, investigations) as directed by the executive management.
2. Project a positive image of the Department via oral and written communication with the media, public, and stakeholders.
3. Advise executive management on preferred methods of communication on sensitive issues (e.g., political, controversy, offended public) to ensure the needs of the Department are met.
4. Brief executive management (e.g., meetings, email) on communication strategies for daily and sensitive Department matters to ensure executive is aware and prepared for responses.
5. Develop and implement a complex media response plan for daily inquiries to ensure information is disseminated in a consistent manner to the media, public, and stakeholders.
6. Advise executive management on preferred methods to communicate Department policy to the media, public, and stakeholders.

7. Develop and implement a comprehensive communications plan for sensitive issues of the Department (e.g., personnel, new programs, incidents) to ensure information is disseminated in a consistent manner to the media, public, and stakeholders.

8. Develop and implement an incident communication plan for the Department to ensure information is disseminated in a consistent manner to the media, public, and stakeholders.

9. Develop and maintain effective relationships with the public, media, and other stakeholders to ensure information is disseminated in a consistent manner.

10. Ensure that information disseminated to the public from the Department remains consistent via an established communications plan that has been coordinated with the field units.

11. Act as a liaison to the field units by providing coordination and guidance regarding the release of information to the media, public, and other stakeholders.

12. Oversee development and implementation of Department's public information and education programs to ensure information is disseminated in a consistent manner to the media, public, and stakeholders.

13. Review public information program changes to determine potential impacts (e.g., positive, negative, consequences) and how to mitigate.

14. Verify accuracy of disseminated public information (e.g., press releases, public service announcements, articles) to ensure information is disseminated in an accurate manner to the media, public, and stakeholders.

15. Develop and implement media campaigns for the Department that include social media, radio, television, and other media venues.

16. Coordinate with the Department's Chief of Public Education as needed to ensure Department efforts are understood and supported.

17. Develop and implement communication training programs (e.g., webinars, fact sheets, classes) for media, public, stakeholders, and staff.
18. Oversee distribution of information on social media outlets (e.g., website, Facebook, Twitter) to ensure information is disseminated in a consistent manner to the media, public, and stakeholders.
19. Apprise stakeholders and cooperators of media activities as needed to ensure information is disseminated in a consistent manner.
20. Supervise the work of communications' office staff by interacting daily (e.g., email, meetings) to ensure program is operating efficiently and in accordance with Department policies and procedures.
21. Assist in the development of staff by offering feedback, training, and guidance to enhance the Department's workforce in accordance with Department policies and procedures.
22. Manage assigned budget (e.g., reconciliation, projections) to ensure fiscal accountability in accordance with Department policies and procedures.
23. Identify alternative funding sources (e.g., grants) to supplement the public information and education program in accordance with Department policies and procedures.
24. Identify budgetary needs (e.g., daily, special projects) to ensure fiscal accountability in accordance with Department policies and procedures.

Knowledge, Skills, and Abilities (KSA's)

How extensive are your KSA's in each of the areas?

None - I have no knowledge of how to perform or what it may entail.

Extensive - I possess an expert knowledge level to the extent I could effectively perform this task in the most difficult and complex situations; and I could instruct others on specific aspects of this task.

Substantial - I possess an advanced knowledge level to the extent I could effectively perform this task under the majority of circumstances or situations encountered.

Moderate - I possess a sufficient knowledge that would allow me to perform this task successfully in routine situations.

Limited - I have some knowledge of how to perform this, but may require additional instruction to apply my knowledge effectively.

***2. KSA's required for successful performance in the Information Officer III, CEA Classification**

1. Knowledge of Department operations (e.g., aviation, station, incident) to ensure correct information is given to the public, media, and various stakeholders.
2. Knowledge of Department specific terminology (e.g., fire, resource management, state fire marshal, administrative) to ensure effective communication with the public, media, and various stakeholders.
3. Knowledge of key stakeholders of the Department (e.g., legislators, local government entities, cooperators, public) to ensure effective communication and positive relationships are maintained.
4. Knowledge of principles and practices of California State government to determine appropriate contacts for communication.
5. Knowledge of a variety of communication tools and systems (e.g., television, radio, printed materials) to collect and disseminate information.
6. Knowledge of principles and techniques of establishing and maintaining good public relations to ensure effective communication is maintained.
7. Knowledge of various media campaigns (e.g., Ready, Set, Go; One Less Spark) for use in dissemination of daily and sensitive Department information to the public, media, and various stakeholders.
8. Knowledge of the Department's mission, vision, and value statement to ensure it is communicated to the public, media, and various stakeholders.

9. Knowledge of continuing current events (e.g., drought, politics, law development) that could impact the Department to determine if public information or education programs are necessary.
10. Knowledge of social media platforms (e.g., internet, Facebook, Twitter) for effective communication with the public, media, and various stakeholders.
11. Knowledge of various internal communications methods (e.g., Report on Conditions, Duty Chief distribution list, Incident Action Plan) for use in gathering information for appropriate use in the dissemination of daily and sensitive Department information to the public, media, and various stakeholders.
12. Knowledge of interpersonal communications methods (e.g., oral, written) for use in dissemination of daily and sensitive information within the Department.
13. Knowledge of effective education programs (e.g., Ready, Set, Go; One Less Spark) for effective coordination with Department's Chief of Public Education for use in education of the public of Department programs and policies.
14. Advanced knowledge or leadership techniques to coordinate people and resources to meet the Department's communications and public relations objectives.
15. Knowledge of progressive discipline procedures to help create an effective workforce.
16. Knowledge of selection and hiring methods to help create an effective workforce.
17. Knowledge of media operations (e.g., live shots, talkbacks, taped interviews, in studio) to ensure information is disseminated effectively to various outlets.
18. Knowledge of principles and practices of public administration to ensure effective dissemination of information.
19. Knowledge of training methods (e.g., webinars, workshops, meetings) to create an effective workforce within the Department.
20. Knowledge of supervisory roles and responsibilities to ensure effective management of staff.
21. Knowledge of budgetary methods and practices to ensure fiscal responsibility of assigned budget.
22. Knowledge of effective writing methods (e.g., spelling, grammar, sentence structure) to effectively communicate information.
23. Knowledge of a variety of software (e.g., word, excel, power point) to collect and/or disseminate information.

24. General knowledge of current office methods, technologies, and equipment to perform work tasks.
25. Skill to operate mobile communication devices (e.g., cell phones, tablets).
26. Ability to independently develop and implement a comprehensive media program to ensure effective communication of daily and sensitive Department information with the public, media, and various stakeholders.
27. Ability to independently develop and implement a comprehensive communication plan to ensure effective communication of daily and sensitive Department information with the public, media, and various stakeholders.
28. Ability to coordinate with the Public Education Chief to develop and implement a comprehensive education program to ensure effective communication of daily and sensitive Department information with the public, media, and various stakeholders.
29. Ability to independently compile, organize, and interpret information to evaluate the type of impact upon the Department.
30. Ability to quickly adapt well to changes in assignments and priorities.
31. Ability to speak on various media outlets (e.g., television, radio, internet) on behalf of the Department.
32. Ability to clearly convey and receive information and ideas through a variety of media.
33. Ability to communicate effectively (e.g., orally, written) to convey information to the public, media, and various stakeholders.
34. Ability to independently analyze and evaluate information and situations to make sound judgments and conclusions for the Department.
35. Ability to participate as an active and contributing member of a management team to achieve Department goals.
36. Ability to maintain composure and function effectively in stressful situations.
37. Ability to supervise the work of assigned staff.
38. Ability to develop positive working relationships with coworkers, public, media, and various stakeholders.
39. Ability to stimulate positive interest in Department programs via public information and education campaigns.
40. Ability to work independently.

41. Ability to recognize sensitive situations (e.g., accidents, misconduct) and their impact upon the Department, public, and stakeholders and take appropriate action.