STATE OF CALIFORNIA

DUTY STATEMENT

CEC-004 (Revised 7/2021)

Classification(s): Associate Governmental Program Analyst

Working Title: Digital Content Specialist

Position Number: 535-180-5393-XXX

Division/Office: Chair's Office/Media & Public Communications

Collective Bargaining Identifier (CBID): R01

Work Week Group (WWG): 2

Effective Date: July 1, 2022

Conflict of Interest (COI): ☐ Yes ☒ No

If yes, this position is responsible for making or participating in the making of governmental decisions that may potentially have a material effect on personal financial interests. The appointee is required to complete Form 700 within 30 days of appointment, which identifies pertinent personal financial information.

Job Description

Under the direction of the Creative Services Manager in the Media and Public Communications Office (MPCO), the incumbent will perform a wide variety of consultative, analytical, and technical assignments with a high degree of independence at the full journey level. The incumbent serves as a key member of the multimedia team and is responsible for the concept, development, and production of digital video content and multimedia projects in support of the State of California's climate change and environmental communication priorities. The incumbent will independently develop digital content, including videos, motion graphics, and appropriate messaging for target audiences that can be shared through various digital channels, platforms, and devices, while ensuring brand compliance and consistency. Projects include news/informational and promotional digital videos for social media platforms, web, and internal and external partner use. The incumbent will have a strong understanding of audience behavior and needs on digital platforms, and engaging and appropriate messaging and visuals.

Essential Duties

45% Prepare complex analysis, information, and/or data to support policy implementation and evaluation through digital communications. Assume primary responsibility for the development of digital video and multimedia products for public distribution in support of California Natural Resources Agency (CNRA) priorities and programs utilizing a variety of digital hardware and software. Serve as project manager for digital video and multimedia projects. Research, analyze, and compile appropriate programmatic information and data for the purpose of developing digital video and multimedia content, messaging, and scripts. Projects may also include creating digital animations, motion graphics, digital still photography, and other visual communications materials to support news

releases, media events, and social media campaigns produced by the CNRA. Ensure consistency of digital video and multimedia communications of the agency. Develop and annually evaluate digital video and multimedia strategy, and advise the Creative Services Manager on best practices and approaches to effectively reach target audiences. Develop project proposals and provide recommendations regarding digital video and multimedia efforts that support CNRA policy and programmatic priorities to the Creative Services Manager and leadership.

25% Work with the CNRA to coordinate efforts, amplify the state's work, and leverage trusted messengers to champion initiatives. Develop key messages, narratives, and frame issues in a way that generates quality coverage, allows us to shape public perception, get ahead of the issues, and respond to criticism. Analyze and gather programmatic information and data for potential digital video and multimedia projects, and meet with subject matter experts to determine digital video and multimedia product needs.

15% Collaborate and confer with MPCO management, Creative Services staff, and CNRA staff to ensure digital video and multimedia strategy, content, and messaging meets the needs of target audiences and is suitable for digital platforms.

10% Serves as an expert in the area of digital video and multimedia methods, development, and production. Conducts ongoing research and maintains awareness of emerging digital video, multimedia, and web development methodologies and best practices, evolving industry trends and standards. Evaluates their feasibility as part of future strategies.

Marginal Duties

5% Performs other duties as required.

Knowledge, Skills, and Abilities

Knowledge of: Principles, practices, and trends of public and business administration, management, and supportive staff services such as budgeting, personnel, and management analysis; government functions and organization; and methods and techniques of effective conference leadership.

Ability to: Reason logically and creatively and utilize a variety of analytical techniques to resolve complex governmental and managerial problems; develop and evaluate alternatives; analyze data and present ideas and information effectively both orally and in writing; consult with and advise administrators or other interested parties on a wide variety of subject-matter areas; gain and maintain the confidence and cooperation of those contacted during the course of work; coordinate the work of others, act as a team or conference leader; and appear before legislative and other committees.

Working Conditions

Due to the COVID-19 pandemic, the majority of the duties will be performed in a telework environment but may return to an office environment in the future. Regular and consistent attendance is essential to the successful performance in this position. Occasional travel may be required. [Insert additional text if necessary.]

Diversity and Inclusion Statement

As a state agency serving all Californians, the California Energy Commission is committed to being an organization that embodies diversity, equity, and inclusion. The Energy Commission plays an active and meaningful role in creating an environment that enables each employee to thrive.

Employee's Acknowledgement: I certify that I am able to perform, with or without the assistance of a reasonable accommodation, the essential duties of this position.

Employee's Name (Print): _____

Employee's Signature: _____ **Date**:_____

Supervisor's Acknowledgment: I certify this duty statement represents a current and accurate description of the essential functions of this position. I have discussed the duties of this position with and provided the above-named employee a copy of this duty statement.

Supervisor's Name (Print): _____

Supervisor's Signature: _____ **Date**: _____