Current

Proposed

**POSITION INFORMATION:**

|  |  |
| --- | --- |
| **Employee Name:**  Vacant | **CV Unit:**  Communications & External Affairs |
| **Classification:**  Staff Intergovernmental Program Analyst | **Working Title:**  Social Media Officer |
| **Salary:**  $5,615 - $7,314 | **Position Number:**  368-655-5418-901 |
| **Work Location:**  1400 10th Street, Sacramento, CA 95814 | **Effective Date:**  TBD |

**CALIFORNIA VOLUNTEERS:**

California Volunteers, Office of the Governor is the state office tasked with engaging Californians in service, volunteering, and civic action.

Since 2020, California Volunteers has launched several historic initiatives including Governor Newsom’s California Climate Action Corps, the country’s first statewide climate corps program; the #CaliforniansForAll service initiative launched in response to COVID-19 to establish a volunteer corps to support the state’s response to emergencies and disasters; and Operation Feed California, a volunteer program created to stabilize California food bank operations.

As part of Governor Newsom’s California Comeback Plan, California Volunteers received a nearly $400 million investment in service to expand and create new programs.

Led by the state’s Chief Service Officer, Josh Fryday, California Volunteers is supported by a bipartisan 25-member Commission and a team of experts driven by a mission to empower and mobilize all Californians to volunteer and serve in their communities.

**SCOPE:**

The Social Media Officer is tasked with a variety of projects associated with promoting California Volunteers through digital media and ensuring a vibrant social media presence. The Social Media Officer leads the strategic direction of paid and organic platform use and is responsible for helping to define California Volunteers’ long-term social media strategy to drive awareness and engagement in California Volunteers’ initiatives and programs.

**SPECIFIC DUTIES:**

**60%** Responsible for owning and managing all aspects of California Volunteers’ social media brand by building and maintaining a consistent brand image, and ensuring brand consistency through tone, voice and terminology, and scale. Creates actionable plans to grow and maintain followers through popular social media platforms such as Twitter, Facebook, Instagram, YouTube, LinkedIn. Creates and implements top-notch, social-first content to build up engagement and cultivate community within key social platforms. Promotes California Volunteers’ efforts with social media postings and web content associated with key organizational messaging. Conducts on-line media searches and general research for departments on key social media and web related topics. Provides reports on social media and digital metrics pertaining to California Volunteers programs and initiatives. Coordinates livestream events on Facebook and Twitter.

**30%** Collaborates and works closely with California Volunteers’ internal staff and program areas to create and produce videos, graphics, and other creative visuals for use on social media, the web, and print. Utilizes digital media platforms and tools such as, Adobe Premier Pro, Hootsuite, social media monitoring tools, graphics, and video production. Oversees the photo and video file management by gathering, editing, sorting, tagging, and electronically filing and uploading content.

**10%** Participates in staff meetings, attend trainings, provides work status reports, handles special projects, serves on inter-agency working groups, and performs other duties as assigned. May provide staff support to the Chief Service Officer at meetings and events. To support department initiatives, this position may require 10% of travel locally and statewide.

**SUPERVISION RECEIVED AND EXERCISED:**

The Social Media Officer reports directly and receives the majority of assignments from the Deputy Director of Communications; however, direction and assignments may also come from the Director of Communications, Chief Communication and External Affairs Officer, senior leadership or executive team members.

**WORK WEEK GROUPS:**

**This is an “Exempt” position that is served at the pleasure of the Governor. Incumbents** a part of Work Week Group 2, I.e., Office Tech, Junior Staff Analyst Assistant IPA, Associate IPA. Overtime for employees in these classes are not eligible for exemption under Section 7K of the Fair Labor Standards Act (FLSA), as defined all hours worked in excess of 40 hours in a period of 168 hours or seven consecutive 24-hour periods.

Incumbents a part of Work Week Group “E”, I.e., Staff IPA, Senior IPA, Senior Projects Analyst, Senior Advisor, Assistant to the Governor, Senior Assistant to the Governor. In included classes that are exempted from coverage under the FLSA because of the “white-collar” (administrative, executive, professional) exemptions. To be eligible for this exemption a position must meet both the “salary basis” and the “duties” test.

There are seven WWGs; however, only 2 apply to Office of Planning and Research employees, WWG2 and WWGE.

**DIVERSITY, EQUITY, AND INCLUSION:**

This position helps to create a work environment that celebrates diverse backgrounds, cultures, and personal experiences. Support our organizational equity goals in your day-to-day work regardless of where you are located within the organization.

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

**\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**Employee Signature Date**

**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**