



State of California
California Energy Commission
DUTY STATEMENT
CEC-004 (Revised 5/2023)

Classification(s): Staff Services Manager I (Supervisory)

Working Title: Multimedia Unit Manager

Position Number: 535-180-4800-950

Division/Branch or Office: Small Offices/Media & Public Communications Office

Collective Bargaining Identifier (CBID): S01

Work Week Group (WWG): E

Effective Date: March 1, 2024

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

The California Energy Commission's (CEC) Media and Public Communications Office (MPCO) is divided into the Brand Strategy Branch and the Media Relations Branch. The Brand Strategy Branch includes the Multimedia Unit, Graphics Unit, and Editing Unit.

Under the general direction of the Brand Strategy Branch Manager (Staff Services Manager II), the Multimedia Unit Manager (Staff Services Manager I) supports the CEC's overall communications strategy by managing the activities of the multimedia team who are responsible for digital content, video production, and photography.

Essential Duties

- 40% Manages the daily activities, project workload, and operations of the multimedia team, including reviewing and evaluating project requests, assigning requests to staff, conducting project follow-up, being the conduit between requesters and the multimedia team, reviewing multimedia projects for accuracy and brand consistency before final requester review, overseeing the unit's work in the branch's digital asset management system, developing and/or reviewing staff project workplans, and providing guidance to staff on projects.
- 25% Serves as an expert in the area of CEC digital video and multimedia methods, development, and production. Conducts research and maintains awareness of emerging digital video, multimedia, evolving industry trends, and standards. Evaluates their feasibility as part of multimedia strategies. Works with the Brand Strategy Branch Manager on developing, maintaining, and updating overall multimedia and brand strategy. Partners with the graphics

unit on graphic needs for multimedia projects or for additional photography needs. Develops proposals and recommendations for the Brand Strategy Branch manager on multimedia unit needs, including software and equipment, and enhancements to unit operations.

25% Communicate with staff through regular unit meetings as well as meetings with individual staff; perform direct personnel management activities including training and career development mentoring, providing individual and team motivation, monitoring individual performance, providing feedback and mentoring to assist staff to meet performance standards, and preparing periodic performance evaluations. Prepare Request for Personnel Action (RPAs) related documents for personnel recruitments, promotions, and perform other personnel related duties as needed.

5% Participates with MPCO management team in protocol, project, resource, and budget planning, and requests. May represent the CEC or MPCO at internal and external meetings, or the Brand Strategy Branch Manager in his absence.

Marginal Duties

5% Perform other duties as required, consistent with the specifications of the classification.

Knowledge, Skills, and Abilities

Knowledge of: Current methods of multimedia production and best practices; Adobe Creative Suite; production equipment.

Working Conditions

The CEC supports a hybrid workplace model with office-based and remote-centered workers. Limited in-person attendance and occasional travel may be required based on the needs of the division. Regular and consistent attendance is essential to successful performance. This position is remote-centered, which means the incumbent works 50 percent or more of their time from an alternate work location.

Diversity and Inclusion Statement

Serving all Californians, the CEC embodies diversity, equity, and inclusion, and has taken 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.



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Supervisor's Name (Print): _____

Supervisor's Signature: _____

Date: _____