



CALIFORNIA EXPOSITION & STATE FAIR DUTY STATEMENT

EMPLOYEE ACKNOWLEDGEMENT

BY SIGNING BELOW, I ACKNOWLEDGE THAT I HAVE READ AND UNDERSTAND THE DUTIES AND ESSENTIAL FUNCTIONS OF THE POSITION AND CAN PERFORM THESE DUTIES WITH OR WITHOUT REASONABLE ACCOMMODATION.

EMPLOYEE NAME:	EMPLOYEE SIGNATURE:	DATE:	
		____/____/____	
CLASSIFICATION:	POSITION #:	UNIT #:	CBID:
SFW – Public Affairs Assistant	313-106-5999-901	106	None

SUPERVISOR ACKNOWLEDGEMENT

BY SIGNING BELOW, I CERTIFY THAT THIS DUTY STATEMENT REPRESENTS AN ACCURATE DESCRIPTION OF THE ESSENTIAL FUNCTIONS OF THIS POSITION.

SUPERVISOR NAME:	CLASSIFICATION:
Matt Cranford	Chief Deputy General Manager
SUPERVISOR SIGNATURE:	DATE:
	5 / 1 / 24

POSITION INFORMATION

MISSION OF SECTION:
The California State Fair Public Affairs section exists to educate, inform and disseminate materials to the key stakeholders of the State Fair and to reflect with a positive State Fair Experience.

CONCEPT OF POSITION:
Under the direction of the Chief Deputy General Manager, the Public Affairs Assistant will assist in the development and execution of outreach strategies for the California State Fair in the areas of targeted communication, stakeholder development, relationship building, coalition building, presentations, interagency relations and government relations.

SPECIAL POSITION REQUIREMENT/WORKING CONDITIONS (IF ANY):

- | | |
|--|---|
| <input type="checkbox"/> DESIGNATED UNDER CONFLICT OF INTEREST CODE | <input type="checkbox"/> MAY REQUIRE ANNUAL MEDICAL EVALUATION |
| <input type="checkbox"/> REQUIRED TO CARRY A BLACKBERRY/IPHONE | <input type="checkbox"/> MAY REQUIRE DRUG TESTING |
| <input checked="" type="checkbox"/> CA DRIVER'S LICENSE, CLASS – LIST TYPE(S): | <input checked="" type="checkbox"/> BACKGROUND CHECK/FINGERPRINT CLEARANCE |
| <input checked="" type="checkbox"/> PARTICIPATION IN DMV PULL NOTICE PROGRAM | <input type="checkbox"/> OPERATES HEAVY MOTORIZED VEHICLES |
| <input type="checkbox"/> REQUIRES REPETITIVE MOVEMENT OF HEAVY OBJECTS | <input type="checkbox"/> WORKS AT ELEVATED HEIGHTS |
| <input type="checkbox"/> WORKS NEAR FAST MOVING MACHINERY OR TRAFFIC | <input checked="" type="checkbox"/> PROLONGED PERIODS OF (CHECK ALL THAT APPLY): |
| <input checked="" type="checkbox"/> PERIODIC OVERTIME | <input checked="" type="checkbox"/> SITTING <input checked="" type="checkbox"/> STANDING <input checked="" type="checkbox"/> KNEELING <input checked="" type="checkbox"/> BENDING <input checked="" type="checkbox"/> LIFTING |
| <input checked="" type="checkbox"/> MAY BE REQUIRED TO RESPOND AFTER WORK HOURS | <input type="checkbox"/> OTHER (ATTACH EXPLANATION) |
| <input type="checkbox"/> PERFORMS OTHER DUTIES REQUIRING HIGH PHYSICAL DEMAND
(REQUIRES MOVING AND SET UP OF POP-UP TENTS, LIFTING OF HEAVY BOXES, HANGING BANNERS) | |

SUPERVISION EXERCISED (CHECK ONE):

<input checked="" type="checkbox"/> NONE <input type="checkbox"/> SUPERVISOR <input type="checkbox"/> LEAD PERSON <input type="checkbox"/> TEAM LEADER		
FOR SUPERVISORY POSITIONS ONLY, INDICATE THE POSITION NUMBER(S) THAT THIS POSITION DIRECTLY SUPERVISES:		
# OF POSITIONS:	CLASS CODES:	CLASSIFICATIONS:
FOR LEAD PERSONS OR TEAM LEADERS ONLY, INDICATE THE POSITION NUMBER(S) THAT THIS POSITION LEADS:		
# OF POSITIONS:	CLASS CODES:	CLASSIFICATIONS:
RESPONSIBILITIES OF POSITION		
ESSENTIAL FUNCTIONS:		
65%	<p>Conduct VIP tours of the California State Fair which exist to give a behind the scenes look to elected officials and/or their staff and associates in the areas of interest to them.</p> <p>Develop and disseminate information and outreach to high level executives, political figures, and follow up with guests of the State Fair tours.</p> <p>Provide a presentation and/or develop written material regarding the success of the outreach and tours performed for the fair.</p> <p>Review, confirm, and distribution of media credential applications. Maintain and update the State Fair's online Media Kit. Review and report on social media information on the State Fair (i.e., Facebook, Instagram, TikTok, Twitter, Snap Chat, etc.)</p> <p>Respond to e-mail, telephone and written Media Center inquiries.</p> <p>Draft, secure upper management approval, of news releases, media advisories, and social media postings. Maintain media contact log.</p> <p>Research data, e.g., daily fair attendance. Assist print, broadcast, online writers and reporters with development of news and feature stories.</p>	
15%	<p>Attend and take notes at various meetings or functions as needed and assigned by the CEO and Chief Deputy General Manager. Properly edit and proofread notes from meetings attended and be able to present the notes in briefings in an effective manner as needed.</p>	
15%	<p>Customer service and greeting guests and stakeholders as needed. Provide accurate information regarding upcoming events at the State Fair and Cal Expo.</p> <p>Perform set-up and break down for events.</p> <p>Perform light filing, telephone answering, and reception duties as needed.</p>	
MARGINAL FUNCTIONS:		
5%	<p>Perform other related duties as assigned.</p>	
WORKING CONDITIONS: May be exposed to extreme temperatures, airborne dust, fumes, vapors, chemicals, medical waste and blood borne pathogen		

DESIRABLE QUALIFICATIONS

(E.G., INTERPERSONAL SKILLS, PROFESSIONAL CERTIFICATION OR LICENSE, GENERAL OR SPECIALIZED KNOWLEDGE IN THE FIELD, ETC.)

- Experience performing customer service duties
- Experience performing duties utilizing a computer with Microsoft software programs (i.e., Word, Excel, Power Point)
- Strong written and verbal communication skills
- Spanish speaking
- Ability to work in a fast paced environment with changing priorities and be able to multi-task
- Exceptional attendance, punctuality, and dependability
- Outstanding customer service skills, consultative abilities, exhibit tact and diplomacy in verbal and written communications, and possess a strong work ethic
- Ability to work independently or cooperatively in a group setting
- Outgoing, energetic, people person
- Experience in research, writing, and editing for publication of brochures, flyers, advertisements
- Experience with graphic design
- Critical thinker with attention to detail
- Strong organizational skills and time management skills
- Knowledge and experience with social media such as Facebook, Twitter, TikTok, Snap Chat
- Ability to work weekends, holidays, and long and irregular shift