

**DUTY STATEMENT  
STATE TREASURER'S OFFICE  
CSCRSIB**

<b>PART A</b>	
<b>Position No: 823-001-4800-002</b>	<b>Date:</b>
<b>Class: Staff Services Manager I (Specialist)</b>	<b>Name: Vacant</b>
<p>Reporting to the Director of Outreach and Marketing (SSM II) for the California Secure Choice Retirement Savings Investment Board (CSCRSIB), this new position will have the functional title of Manager of Outreach and Marketing and primary responsibility for the implementation and maintenance of outreach and marketing strategies, plans, communications, collateral and processes for the CalSavers Retirement Savings Program.</p> <p>The SSM I works in conjunction with a staff analyst assigned fully to CalSavers outreach and marketing, and collaborates with the Program's part-time senior advisor for outreach and marketing. This position is primarily responsible for the establishment and development of the Program's regional working groups and coordinating with partner organizations to promote the Program to local employer and employee stakeholder groups.</p>	
<b>Percentage of time performing duties:</b>	<b>ESSENTIAL FUNCTIONS</b>
<b>60%</b>	<p><b>Stakeholders, Partnerships, and Regional Working Groups</b>            Implement new and existing marketing, education and outreach plans to engage employers and employees. Build on existing and develop new strategic partnerships with various employee and employer stakeholder organizations; local governments; asset building, labor, and anti-poverty organizations; and other stakeholders to grow awareness and uptake of program.</p> <p>Support the Program's primary partner organizations in the development of regional leadership groups, including the identification and recruitment of local influencers, planning, message dissemination, event facilitation, and local media outreach. Participation in regularly scheduled working group meetings with industry stakeholders and promotion of the pilot programs. Develop spokespeople among partner organizations.</p> <p>Work with the staff analyst to maintain the Program's stakeholder database. Implement a system to track and report field activity. Provide assistance to stakeholders in developing specific outreach plans consistent with their various unique business models.</p>
<b>30%</b>	<p><b>Communications</b>            Develop talking points and presentation materials for targeted events and prepare briefings for executive leadership in advance of media and public-facing events. Develop targeted promotional material and disseminate using a variety of distribution channels. At the direction of the Executive Director, serve as a spokesperson for the Program at events and meetings. Develop spokespeople among partner and stakeholder organizations.</p>
<b>10%</b>	<p>Perform other job-related duties as required. <b>Regular in-state travel is required</b>, approximately one to four times per month, with some overnight stays.</p>

## PHYSICAL AND MENTAL REQUIREMENTS OF ESSENTIAL FUNCTIONS

<b>Position No: 823-001-4800-002</b>		<b>Date:</b>			
<b>Class: Staff Services Manager I (Specialist)</b>		<b>Name: Vacant</b>			
Activity	Not Require d	Less than 25%	25% to 49%	50% to 74%	75% or More
<b>VISION:</b> Review printed and handwritten material, reading computer screen.					X
<b>HEARING:</b> Answer inquiries and provide verbal information to agencies, communities, and public and private sector.					X
<b>SPEAKING:</b> Answer inquiries and provide verbal information to agencies, communities, and public and private sector.				X	
<b>WALKING:</b> Distributing information and copying.				X	
<b>SITTING:</b> Sitting at desk for long periods of time.					X
<b>STANDING:</b> Xeroxing or faxing		X			
<b>BALANCING:</b>	X				
<b>CONCENTRATING:</b> Gathering financial/statistical information, preparing analytical reports and documents.					X
<b>COMPREHENSION:</b> Understanding financial and statistical information gathered from various sources.					X
<b>WORKING INDEPENDENTLY:</b> Must be able to work independently and under the supervision of the Executive Director/SSM II.					X
<b>LIFTING UP TO 10 LBS OCCASIONALLY:</b> Obtain files and documents				X	
<b>LIFTING UP TO 20 LBS OCCASIONALLY AND/OR 10 LBS FREQUENTLY:</b>		X			
<b>LIFTING UP 20-50 LBS OCCASIONALLY AND/OR 25-50 FREQUENTLY:</b>		X			
<b>FINGERING:</b> Use computer to enter data gathered and dial telephone					X
<b>REACHING:</b> Answering telephone and reach for supplies and paperwork.				X	
<b>CARRYING:</b> Carry documents and files.				X	
<b>CLIMBING:</b>	X				
<b>BENDING AT WAIST:</b>	X				
<b>KNEELING:</b>	X				
<b>PUSHING OR PULLING:</b>	X				
<b>HANDLING:</b> Sort and file paperwork				X	
<b>DRIVING:</b>		X			
<b>OPERATING EQUIPMENT:</b> Computer, telephone, xerox machines, fax.					X
<b>WORKING INDOORS:</b> Enclosed office environment					X
<b>WORKING OUTDOORS:</b>		X			
<b>WORKING IN CONFINED SPACE:</b> Enclosed office environment					X