



Proposed

STATE OF CALIFORNIA

DUTY STATEMENT

CEC-004 (Revised 3/2020)

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

Working Title: Staff Services Manager

Position Number: 535-300-4800-XXX

Division/Office: Energy Research and Development/Administration

Collective Bargaining Identifier (CBID): E48

Work Week Group (WWG): E

Effective Date: July 8, 2020

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 general direction of the Deputy Director of the Energy Research and Development Division (ERDD), the highly skilled incumbent will independently perform varied and complex duties related to the management of communications for the technical programs of the ERDD. The incumbent will be solely responsible for the development, implementation, and management of the overall communication strategies for the ERDD public interest energy research programs, including Electric Program Investment Charge, Natural Gas Research Program and Food Production Investment Program.

The incumbent will have the highest degree of responsibility related to developing coordinated messaging for the work of the division, including developing, implementing, and managing a strategic communications plan; managing the communications of ERDD information to internal and external stakeholders; and coordinating, consulting, and collaborating with commissioners, other divisions, and small offices. The incumbent will be responsible for the development and implementation of messaging information through varied channels such as stakeholder outreach, the Internet, and social media platforms tailored to various audiences.

Essential Duties

40% Leads, coordinates, and manages the outreach program for the ERDD by coordinating the overall division outreach and communication strategy and efforts division's public interest research programs. Develops and implements outreach and communications plans,

campaigns, strategizes, and monitors their success with key performance indicators. Provides dedicated communications support to division leadership, commissioners, executive office and public.

Works with a professional staff of engineers, economists, scientists and subject matter experts to effectively communicate the benefits and achievements of complex technical research results to various stakeholders and audiences. Plans, coordinates, and executes cohesive public relations materials illustrating the division's role in achieving the agency's goals and their importance to the State of California's broader energy, equity, and environmental goals. Responds to public inquiries and offers resources for prospective grantees. Helps develop frequently asked questions from the public, brochures, presentations, and annual program highlight reports.

- 30% Independently develops the ERDD strategic communications plan by researching, analyzing, and making recommendations. Implements and manages the plan. Develops metrics to determine the plans effectiveness, and tracks those metrics over time. Uses those metrics to update and modify the plan to be even more effective. Consults and coordinates with the CEC's Media and Communications Office, and offers expertise and leadership for outreach tools and information, blog posts, and social media related to efficiency programs. Coordinates with the CEC's Public Advisor's Office to expand reach of information to hard to reach entities to ensure stakeholders are aware of, and participate in, proceedings, mandates, and programs.
- 25% Coordinates, reviews, edits, and offers suggestions for ERDD technical reports, Tracking Progress, presentations, and public-facing information with input from technical staff. Coordinates presentations with management and technical staff. Supports outreach for AB 523 compliance and underserved communities. Works with Division data unit to create compelling informational graphics using energy data and other metrics. Updates reports, web pages, and outreach materials with persuasive use of data to ensure compelling messaging.

Marginal Duties

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

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. It may require standing and walking, as well as sitting for long periods of time. Regular and consistent attendance is essential to the successful performance in this position. Some travel is required to attend off-site meetings or participate in kick-off meetings, workshops, and hearings. Additional hours beyond an eight-hour workday or 40-hour workweek may be required. While performing the duties, the incumbent will be required to work alone and/or in a team environment, using a personal computer and appropriate Energy Commission software such as Microsoft Office 365 Suite (Word, Excel, Outlook, and PowerPoint), Zoom, Chime, Team, and Internet browsers. A majority of the duties of this position will be completed while teleworking.

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: Linda Spiegel _____ **Date:** _____