



STATE OF CALIFORNIA

DUTY STATEMENT

CEC-004 (Revised 7/2021)

Classification(s): Television Specialist

Working Title: Multimedia Specialist

Position Number: 535-180-5571-002

Division/Office: Chair's Office/Media & Public Communications

Collective Bargaining Identifier (CBID): R01

Work Week Group (WWG): 2

Effective Date: January 14, 2022

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 direction of the Creative Services Manager, the incumbent plans, organizes, directs, and performs technical and professional work in connection with writing and multimedia production in support of the California Energy Commission's (CEC) media and public communication priorities. Productions include training, informational, and promotional videos, public service announcements, and webcasts for the CEC internet and intranet websites, as well as other multimedia projects as needed.

Essential Duties

- 45% Assumes primary responsibility for developing, capturing, and editing digital audio and video recordings, utilizing a variety of digital hardware and software. Activities include customer consultation, concept development, scriptwriting and storytelling, storyboarding, set creation, lighting, microphone placement, sound level checks, live video and audio capture, and postproduction image manipulation, enhancement, editing, creation of motion graphics, and file-type conversions. Supports webcast production for internal and external events. Handles the archiving, cataloging, and distribution of completed audio, still, and video files.
- 25% Work with internal and external stakeholders and other state energy agencies to coordinate efforts, amplify our work, and leverage third-party messengers to champion our initiatives. Develop key messages, narratives, and frame issues in a way that generates quality engagement, allows us to shape public perception, get ahead of the issues and respond to criticism.
- 15% Prepare, review, edit, and finalize strategic print, broadcast, and online communications materials, articles, and collateral to showcase CEC projects and programs, including news releases/statements/advisories, social media, blog posts, and media pitches.

10% Serves as an expert in the area of CEC audio-visual methods, development, and production. Conducts ongoing research and maintains awareness of emerging video, multimedia, and web development methodologies and best practices, evolving industry trends and standards. Evaluates their feasibility as part of future strategies.

Marginal Duties

5% Performs other duties as required.

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. Regular and consistent attendance is essential to the successful performance in this position. Occasional travel may be required.

Diversity and Inclusion Statement

As a state agency serving all Californians, the California Energy Commission is committed to being an organization that embodies diversity, equity, and inclusion. The Energy Commission plays 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.

Supervisor’s Name (Print): _____

Supervisor’s Signature: _____ **Date:** _____