



STATE OF CALIFORNIA

# DUTY STATEMENT

CEC-004 (Revised 7/2021)

**Classification(s):** Television Specialist

**Working Title:** Multimedia Specialist

**Position Number:** 535-180-5571-003

**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 State of California's climate change and environmental communication priorities. Productions include social media content, and promotional videos, public service announcements, and webcasts for 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, storyboarding, set creation, lighting, microphone placement, sound level checks, live video and audio capture, and post-production image manipulation, enhancement, editing, creation of motion graphics, and file-type conversions. Handles the archiving, cataloging, and distribution of completed audio, print, and video files.
- 25% Works with the California Natural Resources Agency to coordinate efforts, amplify the state's work, and leverage trusted messengers to champion initiatives. Develop key

messages, narratives, and frame issues in a way that generates quality coverage, allows us to shape public perception, get ahead of the issues and respond to criticisms.

15% Prepare, review, edit, and finalize multimedia products to enhance communications products including newsreleases/statements/advisories, blog posts, and media pitches.

10% Serves as an expert in the area of 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:** \_\_\_\_\_