

DUTY STATEMENT

DGS OHR 907 (Rev. 09/2018)

☐ Current☒ Proposed

RPA NUMBER 23319	DGS OFFICE or CLIENT AGENCY California Arts Council	
UNIT NAME Public Affairs Unit	REPORTING LOCATION 2750 Gateway Oaks Dr., Suite 300 Sacramento, CA 95833	
SCHEDULE (DAYS / HOURS) Monday - Friday 8:00 a.m. - 5:00 p.m.	POSITION NUMBER 352-310-5595-001	CBID S01
CLASS TITLE Information Officer II	WORKING TITLE Director of Public Affairs	
PROPOSED INCUMBENT (IF KNOWN) TBD	EFFECTIVE DATE TBD	

CORE VALUES / MISSION ☐ Rank and File ☐ Supervisor ☐ Specialist ☐ Office of Administrative Hearings ☒ Client Agency

The California Arts Council (CAC) is a state agency with a mission of strengthening arts, culture, and creative expression as the tools to cultivate a better California for all. It supports local arts programming and infrastructure statewide through grants, initiatives, and services. The CAC envisions a California where all people flourish with universal access to and participation in the arts.

Through its new Strategic Framework, the CAC is committed to developing an organizational culture that actively addresses barriers to equity and participation for all Californians, and celebrates the connections and intersections of all our communities. The CAC believes that racial injustice is the most pervasive and entrenched form of injustice permeating the institutions and structures that everyone must access. As outlined in its Racial Equity Statement, the CAC is committed to prioritizing racial equity both internally and externally. The CAC aims to exemplify government by, for, and of the people by focusing on representation, flexibility, and collaboration.

CAC employees are the vital link that ensures the agency and Council's priorities are fully realized. The CAC strives to ensure that its workforce reflects the diversity of California and to foster an environment where all people feel valued and can thrive.

Learn more at <https://arts.ca.gov/about/>.

POSITION CONCEPT

Under the administrative direction of the Director, the Director of Public Affairs initiates and performs high profile, complex public affairs activities, including communications, marketing, outreach, events, and special projects. The Director of Public Affairs develops, organizes, directs, and evaluates comprehensive strategies to inform the public of the activities and objectives of a State agency; consults with and advises top management of the agency on public relations implications of the agency's activities; and performs other related work. The Director of Public Affairs leads the Public Affairs Unit.

SPECIAL REQUIREMENTS ☒ Conflict of Interest ☐ Medical Evaluation ☐ Background Evaluation ☐ Background Evaluation FTB ☐ Office Technician

(Typing) Conflict of Interest

This position is designated under the Conflict of Interest Code. The position is responsible for making or participating in the making of governmental decisions that may potentially have a material effect on personal financial interests.

ESSENTIAL FUNCTIONS

PERCENTAGE	DESCRIPTION
35%	Establishes objectives of the agency's public affairs unit by developing techniques, strategies, and procedures to expand diverse public participation in the CAC's activities to ensure strategic goals are met by directing staff in the implementation of public affairs objectives and providing

DUTY STATEMENT

DGS OHR 907 (Rev. 09/2018)

☐ Current☒ Proposed**ESSENTIAL FUNCTIONS**

PERCENTAGE	DESCRIPTION
	<p>supervision and guidance.</p> <p>Directs the implementation of all CAC public communications, including but not limited to websites, press, publications, marketing, social media, advertising, and video by developing strategy, writing high-level messaging, and providing subject matter expertise to maximize public awareness to ensure public adoption for all agency programs and services.</p> <p>Directs agency-wide community events for on-line and in-person events by performing high-level planning activities and supervising the work of staff to administer events such as conferences, workshops, webinars, presentations, and government meetings to ensure accessible statewide delivery of services by the CAC.</p> <p>Manages and directs contracted services as needed by writing scopes of work, supervising contractor activities, and maintaining project timelines to maximize resources to ensure effective service implementation.</p>
35%	Serves as a high-level Public Affairs consultant, Agency Representative, and Senior Staff Member for the agency by advising staff and Council on public relations implications of proposed actions, providing strategy and recommendations, participating in regular meetings and strategy development, and serving as a spokesperson for the agency in order to support organizational health, assist with decision-making and strategic planning, and develop to crisis communications plans, writing talking points to ensure the overall success of the CAC as California's state arts agency.
15%	Directs the professional visual and written messaging standards of the agency by developing communications policies, managing brand adherence, providing creative direction, implementing plain language practices, and providing staff training in order to provide information access to all Californians, including individuals with disabilities and individuals with principal languages other than English, to ensure the agency's outreach, accessibility and racial equity goals are achieved while utilizing media mediums, outreach announcements via social media platforms and updating the agency's website.
10%	Directs marketing activities of special projects and/or activities, such as the California Arts Plate and Keep Arts in Schools Voluntary Contribution Fund, by developing marketing strategies, maintaining project timelines, providing recommendations to administering staff, and coordinating with external stakeholders in order maximize engagement to ensure project goals are met by communicating with stakeholders, running reports and preparing data analysis for aid in the decision making process.

MARGINAL FUNCTIONS

PERCENTAGE	DESCRIPTION
5%	<p>Racial Equity:</p> <p>Participates in agency activities to advance racial equity in state government in order to reach the agency's goals and objectives as outlined in the Racial Equity Action Plan and Strategic Framework to ensure public affairs policy and objectives are fulfilled.</p>

DUTY STATEMENT

DGS OHR 907 (Rev. 09/2018)

☐ Current☒ Proposed**WORK ENVIRONMENT AND PHYSICAL REQUIREMENTS**

-This position is eligible for telework. In accordance with the Statewide Telework Policy, and will be required to report to the office as needed/required. The successful candidate must reside in California upon appointment.

-Work effectively in standard office configuration, executive offices and cubicles

-This position requires occasional day and/or overnight travel throughout the state via car, air, and public transit, when permitted under public health guidelines.

You are a valued member of the department's team. You are expected to work cooperatively with team members and others to enable the department to provide the highest level of service possible. Your creativity and productivity are encouraged. Your efforts to treat others fairly, honestly and with respect are important to everyone who works with you.

I have discussed with my supervisor and understand the duties of the position and have received a copy of the duty statement.

EMPLOYEE NAME	EMPLOYEE SIGNATURE	DATE SIGNED

I have discussed the duties of the position with the employee and certify the duty statement is an accurate description of the essential functions of the position.

SUPERVISOR NAME	SUPERVISOR SIGNATURE	DATE SIGNED