

DUTY STATEMENT

	EFFECTIVE DATE
BRANCH Public Affairs	POSITION NUMBER (Agency – Unit – Class – Serial) 815 - 820 - 5595 - 016
DIVISION/UNIT Communications / Content and Web Management	CLASS TITLE Information Officer II (Supervisory)
INCUMBENT NAME Vacant	WORKING TITLE Content and Web Management Supervisor
CalSTRS is dedicated to securing the financial future and sustaining the trust of California’s educators through customer service, accountability, leadership, strength, trust, respect, and stewardship.	
Under the direction of the Communications and Content Strategy Manager (SSM III), the Content and Web Manager (Information Officer II) leads the development of digital and written content to support CalSTRS’ mission and communicate effectively with members and beneficiaries, stakeholders and the public. The IO II manages the ongoing production of content for and maintenance of CalSTRS.com and CalSTRS social media channels. The IO II supports the implementation of integrated communications plans across the Public Affairs branch and throughout CalSTRS.	
% of time performing duties	Indicate the duties and responsibilities assigned to the position and the percentage of time spent on each. Group related tasks under the same percentage with the highest percentage first.
	ESSENTIAL FUNCTIONS
35%	Manage and review the activities of a team of writers and content producers responsible for web and social content consistent with CalSTRS style and brand guidelines. Supervise staff in the Content and Web Management unit, including work assignments, recruitment, coaching and performance management. Under direction from the SSM III, lead the development, organization and maintenance of key messages, articles, talking points, scripts and other written materials. Supervise project and task management for integrated communications plans by delegating to staff and partnering with other Communications units and CalSTRS business areas to implement plans and report on outcomes. Ensure the unit follows legal and regulatory requirements related to digital and written content including intellectual property. Follow CalSTRS policies and procedures related to protecting the unit’s digital assets, such as proper storage and backups.
35%	Using best practices in website design, content and plain language, manage the ongoing upkeep of CalSTRS.com, including content, navigation and accessibility. Delegate projects and tasks related to the website to staff in the Content and Web Management unit. Coordinate with the web design and hosting vendor on upgrades and new features. Partner with other CalSTRS business areas to ensure consistent content, style and branding across all digital channels. Under direction from the SSM III, coordinate updates to CalSTRS policies and processes related to web content and social media. Ensure compliance with record retention policies. Coordinate the development of training and communications to assist with CalSTRS accessibility compliance. Assess, report on and mitigate risks associated with the work they supervise, including CalSTRS.com.
25%	Assign and delegate work to members of their unit and coordinates cross-unit projects with other division managers and staff members. Write or edit content for various communication channels, consistent with CalSTRS style and voice. Support the implementation of integrated communications plans to inform target audiences about CalSTRS programs and services. Support the SSM III by analyzing data and reporting on the results of communications programs. Administer social media channels and website content updates during staff absences. Represent Communications on organization-wide and cross-branch workgroups, including those related to web accessibility.
	MARGINAL FUNCTIONS
5%	May act on behalf of the Staff Services Manager III. Monitors social media and other mediums after hours to respond to urgent issues, which may include updating CalSTRS.com. Participate in planning and implementing team-building programs for the Communications division social media and other mediums after hours to respond to urgent issues.

COMPETENCIES

Core Competencies. All employees are responsible for understanding and demonstrating CalSTRS’ core competencies:

- Adaptability/Flexibility
- Communication
- Customer/Client Focus
- Teamwork
- Work Standards/Quality Orientation

Classification Competencies. All employees are expected to understand and demonstrate their position’s CalSTRS class competencies:

- Analytical Thinking
- Decision Making
- Ethics and Integrity
- Initiative
- Interpersonal Skills for Relationship Building
- Managing Work
- Mentoring
- Professional and Personal Development
- Team Leadership
- Technical/Professional Knowledge and Skills

CONDUCT AND ATTENDANCE EXPECTATIONS

- Communicate effectively with individuals from varied experiences, perspectives and backgrounds
- Deal with individuals in a tactful, congenial, personable manner
- Must maintain consistent and regular attendance
- Adhere to CalSTRS policies and procedures
- Ability to support and model CalSTRS Core Values

WORKING CONDITIONS AND PHYSICAL ABILITIES REQUIRED OF THE JOB

- Prolonged periods of standing, bending, sitting, kneeling
- Work in a high rise building, in an open space environment
- Ability to use a computer keyboard several hours a day
- Read from computer screens several hours a day
- Ability to move up to 10 pounds

Responsible for promoting a safe and secure work environment free from discrimination, harassment, inappropriate conduct, or retaliation by adhering to CalSTRS’ policies and processes. Responsible for participating in mandated HR or EEO training workshops (i.e. Sexual Harassment, EEO, etc.).

To be reviewed and signed by the supervisor and employee:

SUPERVISOR’S STATEMENT:

- I HAVE DISCUSSED THE DUTIES AND RESPONSIBILITIES OF THE POSITION WITH THE EMPLOYEE
- I HAVE SIGNED AND RECEIVED A COPY OF THE DUTY STATEMENT

SUPERVISOR’S NAME (Print)

SUPERVISOR’S SIGNATURE

DATE SIGNED

EMPLOYEE’S STATEMENT:

- I HAVE DISCUSSED THE DUTIES AND RESPONSIBILITIES OF THE POSITION WITH MY SUPERVISOR
- I HAVE SIGNED AND RECEIVED A COPY OF THE DUTY STATEMENT
- I AM ABLE TO PERFORM THE ESSENTIAL FUNCTIONS LISTED WITH OR WITHOUT REASONABLE ACCOMMODATION
- I UNDERSTAND THAT I MAY BE ASKED TO PERFORM OTHER DUTIES AS ASSIGNED WITHIN MY CURRENT CLASSIFICATION, INCLUDING WORK IN OTHER FUNCTIONAL AREAS AS BUSINESS NEEDS REQUIRE

EMPLOYEE’S NAME (Print)

EMPLOYEE’S SIGNATURE

DATE SIGNED