

State of California  
GOVERNOR'S OFFICE OF EMERGENCY SERVICES

**POSITION DUTY STATEMENT**

BU: 1, 4, 9, 10, 11, 12 & 14

EMPLOYEE:	CLASS TITLE: Graphic Designer III	HEADQUARTERS: Mather Campus
PROGRAM/UNIT: Office of Policy and Admin, Crisis Communications & Public Affairs, Creative Services unit	POSITION / CONTROL NUMBER: 163-117-2886-001 / CN 10084	CBID: R14
TENURE: Perm	TIME BASE: Full-Time	WORK WEEK GROUP: 2
APPT EFFECTIVE DATE:	RANGE (IF APPLICABLE): N/A	PROBATIONARY PERIOD: <input checked="" type="checkbox"/> 6 Mos. <input type="checkbox"/> 12 Mos. <input type="checkbox"/> N/A
IMMEDIATE SUPERVISOR:	CONFLICT OF INTEREST CATEGORY: <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No	DMV PULL PROGRAM: <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No
<p>1. SUPERVISION RECEIVED: The Graphic Designer III is under direction on the Staff Services Manager II of the Creative Services unit, with divisional leadership support.</p>		
<p>2. SUPERVISION EXERCISED: N/A</p>		
<p>3. PHYSICAL DEMANDS (SEE ADDITIONAL PAGES) The incumbent works up to 40 hours per week in an office setting, with artificial light and temperature control. Daily access to and use of a personal computer and telephone is essential. Sitting and standing requirements are consistent with office work.</p> <p>Physical tasks include, but are not limited to driving, flying, standing, lifting, typing, bending, reading, and writing. Mental tasks include, but are not limited to working well with others, working under changing priorities, possible irregular work hours, and multi-tasking. Travel and overtime are expected for this position.</p>		
<p>4. PERSONAL CONTACT (WHO THE EMPLOYEE MAY BE IN CONTACT WITH WHILE PERFORMING DUTIES): This position interacts frequently with a variety of California Governor's Office of Emergency Services (Cal OES) staff, external departments, the media, among others.</p>		
<p>5. ACTIONS AND CONSEQUENCES (AS RELATED TO DUTIES PERFORMED): Failure to perform the duties of the position effectively could result in incorrect or incomplete information disseminated to high-level officials, Cal OES Management, the department and staff.</p>		

6. EMERGENCY OPERATIONS – ACTIVATION/OPERATIONAL ASSIGNMENT 100%:

When requested to fill an operational assignment and until demobilized, the following duties will be performed and your regular duties may temporarily cease:

May be required to work in the State Operations Center (SOC), Regional Emergency Operations Center (REOC), Joint Field Office (JFO), Area Field Office (AFO), Local Assistance Center (LAC), or other location to provide assistance in emergency response and recovery activities. All staff is required to complete operational related training and participate in one of three Readiness Teams that rotate activation availability on a monthly basis if not assigned to an Operational Branch (e.g., Fire/Law/Region/PSC Operations (Technicians)/PSC Engineering (Engineers)). May be required to participate in emergency drills, training and exercises.

Staff need to work effectively under stressful conditions; work effectively & cooperatively under the pressure of short leave time; work weekends, holidays, extended and rotating shifts (day/night). Statewide travel may also be required for extended periods of time and on short notice.

On Call/Standby/Duty Officer (if applicable)

If assigned on-call, standby or as a Duty Officer, you are required to be ready and able to respond immediately to any contact by Governor's Office of Emergency Services (Cal OES) Management (including contact from the State of California Warning Center) and report to work in a fit and able condition if necessary as requested.

## 7. JOB DESCRIPTION/GENERAL STATEMENT:

Under direction of the Staff Services Manager II and divisional leadership, the Graphic Designer III is responsible for the consultation, research, concept development, and execution of the most complex activities and work assignments that support the California Governor's Office of Emergency Services (Cal OES) communication efforts and creative strategies. The incumbent will plan and execute high quality artwork, drawings, layouts, graphs, charts, diagrams, and design materials in print and electronic format, using state-of-the-art graphic design techniques.

Cal OES takes pride in being innovative, agile employer and as a department is constantly evolving our communications approach to advance our mission of protecting Californians from hazards of all types. The vision is to create culture-defining, innovative and groundbreaking work across key partners in emergency management.

Cal OES believes in attracting and nurturing world class talent with a focus on diversity, community and career development. The team is seeking a graphic designer III with a strong conceptual craft and a deep curiosity around informing the public before, during and after emergencies. This position will help build and maintain comprehensive brand identities and design systems to ensure for cross-collaboration. This role is part of a team of other audio and visual experts, working within a larger growing team of 20+ media professionals.

In this role, the selected candidate will help visually guide public education and outreach campaigns housed within the Office of Crisis Communication and Public Affairs to reach California communities. In addition, the position will work across the organization, playing an integral role in owning brand guidelines to design a variety of creative solutions across a many channels, including digital, print, social and other platforms.

With some of the industry's best talent on the team, we are proud to communicate life-saving messaging across preparedness, response and recovery emergency phases.

Percent of Time	ESSENTIAL FUNCTIONS
35%	<p>With direction and approval from the Staff Services Manager II and divisional leadership, the incumbent will serve as high-level specialist and subject matter expert responsible for evaluating and developing the overall communication strategies to enhance the department's product image and/or services, including development and production of the most complex graphic design work.</p> <p>Responsible for assimilating ideas and concepts and illustrates concept by designing a rough layout of art and copy regarding arrangement, size, type size and style, and related aesthetic concepts.</p> <p>Independently develop, create, and produce materials and/or publications at the highest level for print, animation, web design, social media graphics, exhibit and display design, video, presentation and other multimedia applications. Produce all phases of professional design and illustration using sophisticated graphic design and illustration software on the Mac and PC, as well as ability to work freehand with classic tools of the trade.</p> <p>Responsible for printing high quality images using a plotter, mounting them on foam core, among other treatments, and using for time-sensitive, high-profile events including key leadership.</p>
20%	<p>Act as lead in project production using time management, state-of-the-art graphic design techniques and process, various fonts, theories, alternatives strategies and alternate means to create and present graphic information and ensure aesthetic aspects of the project and its product are consistent.</p> <p>Communicate and cooperate with various service bureaus and printers to produce a wide variety of camera-ready and web-ready graphics, media presentation, and display products.</p> <p>Select and purchase graphic design supplies; prepare justification and perform comparative selection for graphic design equipment.</p>
15%	<p>Consults with the Staff Services Manager II and divisional leadership on any departmental requests and provide expert advice through analyzing the purpose, needed direction, and communicative ability for the specific graphic design project at hand. Provide support, as directed by PIO leadership, to all Cal OES Branches on issues ranging from content presentation and graphic design.</p>
15%	<p>Knowledge of web features and multimedia items, including providing guidance on website graphic and video elements, such as aspects of planning, implementation, and quality assurance; Web page design and site layout; including other aspects.</p>

10%	Prepare long- and short-range workload schedules as well as incoming project schedules in order to meet project requirements; maintaining files, and logs of all graphic projects.
Percent of Time	MARGINAL FUNCTIONS
5%	<b>Other Related Duties as Required:</b> The incumbent will perform other related duties as required to fulfill the Cal OES mission, goals and objectives. Additional duties may include, but not be limited to: (a) assisting where needed within the program, which may include special assignments; (b) complying with general State and Cal OES administrative reporting requirements (i.e. completion of time sheets, project time reporting, travel requests, travel expense claims, work plans, training requests, individual development plans, etc.); and (c) attendance at staff meetings.
	DESIRED QUALIFICATIONS
	<ul style="list-style-type: none"> <li>• Experience with brand design definition and leadership</li> <li>• Experience collaborating with or working on a product team</li> <li>• Experience leading with creative vision, purpose and innovation</li> <li>• Experience building portfolio brands and working with brand architecture</li> <li>• Experience across integrated design work</li> <li>• Experience collaborating, driving consensus among highly cross functional teams</li> <li>• Experience managing partners and leading teams from the concept phase to execution</li> <li>• Proficiency in presenting and pitching creative concepts and ideas to senior leaders and internal/external partners</li> <li>• Proficiency in graphic design, art direction, typography, photography, retouching, layouts &amp; grids, and color strategy</li> <li>• Proficiency in design software</li> </ul>
	SPECIAL PERSONAL CHARACTERISTICS ALL LEVELS
	<ul style="list-style-type: none"> <li>• Visual acuity and color vision sufficient to successfully perform the job; and creative ability.</li> </ul>
	ADDITIONAL DESIRABLE QUALIFICATIONS ALL LEVELS
	<ul style="list-style-type: none"> <li>• A certification or degree from an accredited or recognized professional institute or body in the program areas of art, design, visual communications, and computer graphics; and neatness.</li> </ul>

**PHYSICAL AND MENTAL REQUIREMENTS OF ESSENTIAL FUNCTIONS**

<b>Activity</b>	<b>Not Required</b>	<b>Less than 25%</b>	<b>25% to 49%</b>	<b>50% to 74%</b>	<b>75% or More</b>
VISION: Reviewing mail; preparing various forms; proofreading documents; reading printed material, computer screens, and handwritten materials.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
HEARING: Answering telephones; receiving verbal information from outside sources; understanding verbal instruction.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
SPEAKING: Receiving visitors; answering inquiries and providing verbal information or instruction.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
MOVEMENT: Delivering material to others; picking up materials from others; copying; faxing; distributing information; filing.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
SITTING: At a computer terminal or desk; conferring with employees.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
STANDING:	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
BALANCING:	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
CONCENTRATING: Reviews and reads records/documents, researches, composes, analyzes, compiles, and updates technical documents; multi-tasking; prepares various forms and documents.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
COMPREHENSION: Understanding needs of co-workers, clients; understands procedures and practices; Understands laws, regulations related to their work.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
WORKING INDEPENDENTLY: Possesses ability to work independently as well as a team member, have good interpersonal and communication skills, ability to follow directions, take initiative, assume responsibility, and exercise good judgment and tact. Must be able to work alone without much guidance or interaction or interaction from other staff.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
LIFTING UP TO 10 LBS. OCCASIONALLY:	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

**PHYSICAL AND MENTAL REQUIREMENTS OF ESSENTIAL FUNCTIONS**

<b>Activity</b>	<b>Not Required</b>	<b>Less than 25%</b>	<b>25% to 49%</b>	<b>50% to 74%</b>	<b>75% or More</b>
LIFTING UP TO 20 LBS. OCCASIONALLY AND/OR 10 LBS. FREQUENTLY:	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
LIFTING UP TO 20-50 LBS. OCCASIONALLY AND/OR 25-50 LBS. FREQUENTLY:	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
FINGERING: Pushing buttons on telephone; typing; copying.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
REACHING: Answering phones.	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
CARRYING: Distributing mail; reports; stocking supplies.	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
CLIMBING: stairs	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
BENDING AT WAIST:	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
KNEELING:	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
PUSHING OR PULLING:	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
HANDLING: Documents, manuals	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
DRIVING:	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
OPERATING EQUIPMENT: Computer; telephone; copy machine; fax.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
WORKING INDOORS:	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
WORKING OUTDOORS:	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
WORKING IN CONFINED SPACE: Enclosed office environment.	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

## OTHER INFORMATION

Must have knowledge of the state and related federal laws, rules, regulations, policies, and procedures. Must exercise good writing skills; follow oral and written directions, be responsive to the needs of the public and employees of Cal OES and other agencies; analyze situations and take effective action using initiative, resourcefulness, and good judgment. May need to work with limited supervision.

Consistent with good customer service practices and the goals of the Cal OES Strategic Plan, the incumbent is expected to be courteous and provide timely responses to internal and external customers, follow through on commitments, and solicit and consider internal and external customer input when completing work assignments.

## SIGNATURES

### Certification of Applicant/Employee

*Note – If any concerns with performing the duties of this position with or without reasonable accommodation, discuss your concerns with the hiring supervisor, who in turn, will discuss with the Reasonable Accommodation Coordinator.*

*I certify that I possess essential personal qualifications including integrity, initiative, dependability, good judgment, and ability to work cooperatively with others; and a state of health consistent with the ability to perform the assigned duties as described above with or without reasonable accommodation.*

*I have read and discussed these duties with my supervisor:*

\_\_\_\_\_  
*Employee's Signature*

\_\_\_\_\_  
*Date*

*I certify that the above accurately represents the duties of the position:*

\_\_\_\_\_  
*Supervisor's Signature*

\_\_\_\_\_  
*Date*

\_\_\_\_\_  
*Civil Service Title*