

STATE OF CALIFORNIA DEPARTMENT OF FORESTRY AND FIRE PROTECTION <b>POSITION ESSENTIAL FUNCTIONS DUTIES STATEMENT</b> PO-199 (06/16)		Working Title of Position <b>Social Media and Design Student Assistant</b>	
		Division and/or Subdivision <b>Human Resources / Talent Acquisition and Outreach Unit</b>	
INSTRUCTIONS: The Director is required by Government Code Section 19818.12 to report (or to record) "...material changes in the duties of any position in his or her jurisdiction". The Position Essential Functions Duties Statement is used for this purpose. Enter identifying information and effective date at the right. Enter brief description of each of the important duties and responsibilities of the position below. Group related duties in numbered paragraphs and indicate the percentage of total time occupied. Indicate the "essential functions" of the position by placing an asterisk (*) in front of those individual duties you determine to be essential to the job. Discuss the duties with the employee assigned to the position. Both the employee and supervisor sign the document where indicated. The supervisor retains the original document and provides a copy to the employee.		Location of Headquarters <b>West Sacramento</b>	
		Class Title of Position <b>Student Assistant</b>	
		Position Number <b>541-031-4870-904</b>	
		Effective Date <b>07/18/2025</b>	
Percentage of Time Required	Effective on the date indicated, the employee assigned to the position identified above performs the following duties and responsibilities.		
40%	The Student Assistant (SA) will work in a learning capacity, under the close supervision of the Staff Services Manager I, Talent Acquisition and Outreach Unit. The Social Media and Design Student Assistant will assist with tasks associated with the statewide recruitment program. Duties include, but are not limited to, the following:  *Utilize recruitment and workforce data to create meaningful, relevant, and visually engaging infographics using Adobe Photoshop/Illustrator and/or Canva for the Department of Forestry and Fire Protection (CAL FIRE) Careers social media channels (Facebook, X [formerly Twitter], and Instagram), supporting the department's talent management initiatives. *Collaborate with the CAL FIRE Communications team to ensure accurate imagery is used when representing classifications. *Monitor and respond to general comments on CAL FIRE Careers social media accounts. *Support the implementation of social media marketing strategies to help grow the follower base across all CAL FIRE Careers platforms.		
30%	*Ensure CAL FIRE Careers internet pages are kept accurate and up to date. *Provide excellent customer service by responding promptly and professionally to inquiries received through the Recruitment email inbox. *Route inquiries to the appropriate region, program, or unit contacts when necessary. *Assist in managing the CAL FIRE Recruitment Unit's email distribution lists. *Support the development and implementation of email marketing campaigns to increase awareness of statewide examinations and job opportunities. *Contribute creative and engaging subject lines to help maintain industry-leading open and click-through rates. *Upload emails from Career and Job Fairs into Survey Monkey format and add to appropriate email lists.		
*These are the essential functions for this position. Essential functions are those functions that the individual who holds the position must be able to perform unaided or with the assistance of a reasonable accommodation.			
<b>Equal Employment Opportunity (EEO) Statement:</b> All CAL FIRE employees are expected to conduct themselves in a professional manner that demonstrates respect for all employees and others they come in contact with during work hours, during work related activities, and anytime they represent the department. Additionally, all CAL FIRE employees are responsible for promoting a safe and secure work environment free from discrimination, harassment, inappropriate conduct, or retaliation.			
Job qualifications and/or conditions of employment: <b>Required travel of up to 5%. This travel will only be local and will not result in overnight stays.</b>			
"We have discussed this document in its entirety and understand the duties of this position."			
Employee Signature _____	Date _____	Supervisor Signature _____	Date _____
Personnel use only <input type="checkbox"/> Posted to Directory			
_____ Initials and date			

Percentage of Time Required      Effective on the date indicated, the employee assigned to the position identified above performs the following duties and responsibilities.

20%

\*Assist in the development of recruitment materials such as pamphlets, brochures, flyers, and presentations using Adobe Creative Suite for promotional efforts. \*Help design and organize presentations, communications, and events, ensuring alignment with CAL FIRE's publishing standards and brand guidelines.

5%

\*Research and identify potential job and career fairs across the state for the Talent Acquisition and Outreach Unit to attend. \*May accompany the Talent Acquisition and Outreach Manager to local job fairs to promote current CAL FIRE examinations and job openings.

5%

In accordance with the class specification, provides job-related support to various CAL FIRE teams with duties related to recruitment, selection and workforce planning.

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"We have discussed this document in its entirety and understand the duties of this position."

Employee Signature

Date

Supervisor Signature

Date

Personnel use only

☐ Posted to Directory

Initials and Date