



California State Board of Equalization

DUTY STATEMENT

☐ CURRENT
☐ PROPOSED

SCHEDULE TO BE WORKED/WORKING HOURS Monday - Friday/8:00 A.M. - 5:00 P.M.		EFFECTIVE DATE	
CIVIL SERVICE CLASSIFICATION Career Executive Assignment, Level B		WORKING TITLE Chief Communication Officer	
DEPARTMENT/DIVISION/DISTRICT/UNIT BOE/Executive Office		SPECIFIC LOCATION ASSIGNED TO Sacramento, CA	
SEERA DESIGNATION Managerial	BARGAINING UNIT 01	WORK WEEK GROUP E	CERTIFICATES REQUIRED None
FINGERPRINTS/BACKGROUND CHECK REQUIRED <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No	BILINGUAL POSITION <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No	SUPERVISION EXERCISED None	
INCUMBENT		POSITION NUMBER (Agency-Unit-Class-Serial) 290-301-7500-003	
<i>The mission of the State Board of Equalization is to serve the public through fair, effective, and efficient tax administration.</i>			
<p>POSITION'S ORGANIZATIONAL SETTING AND MAJOR FUNCTIONS</p> <p>Under the administrative direction of the Chief Deputy Director, the Chief Communications Officer serves as a key member of the Executive Management Team and is solely responsible for shaping, directing, and managing all external communications for the State Board of Equalization (BOE). The Chief Communications Officer develops and implements a comprehensive strategic communications plan that supports the agency's constitutional and statutory mission, programs, and initiatives. This includes anticipating and managing sensitive or high-profile issues, providing counsel to the Executive Director, Chief Deputy Director, the elected Board and their staff, and other senior team leaders, and ensuring clear and consistent messaging across all platforms.</p> <p>As the agency's principal spokesperson, the Chief Communications Officer represents the BOE before the media, stakeholders, and the public. The role requires building and maintaining positive professional relationships with the Capitol Press Corps and other media representatives. The Chief Communications Officer is responsible for preparing and delivering timely responses to media inquiries, developing proactive outreach strategies, and ensuring that policy and program changes are communicated accurately and effectively.</p> <p>In addition to external communications, the Chief Communications Officer oversees internal communications to foster transparency, alignment, and engagement across the organization. The position manages the development and maintenance of the BOE's public website, intranet (myBOE), and social media presence, coordinates the publication of the annual report and public-facing publications, and ensures that all communications meet the highest standards of accuracy, accessibility, and professionalism.</p> <p>The Chief Communications Officer has wide discretion and independence in the performance of duties and must be capable of functioning under pressure in politically sensitive situations to meet strict deadlines on an expedited basis.</p> <p>Irregular working hours and travel may be required to perform duties, attend Board meetings, hearings, conferences, and events.</p> <p>Candidate must be able to perform the following essential job functions with or without reasonable accommodation.</p>			
PERCENTAGE OF TIME SPENT:	DUTIES:		
30%	<p><u>ESSENTIAL JOB FUNCTIONS</u></p> <p>Leadership and Strategy</p> <p>As a BOE's Executive Management Team member, develops and implements policy and procedures to direct and oversee the agency's communications program, develops long-term strategies, sets objectives, and evaluates results to ensure alignment with organizational goals. Provide expert advice to the Executive Director and the Board on communication risks, opportunities, and priorities, and provide policy direction and guidance to the Executive Management Team on all public relations, media, and marketing issues and strategies. Participates in management decisions, formulating agency policies, and evaluating the potential impact of policy changes for possible media interest.</p>		

290-301-7500-003

30%	<p>Media and Public Relations</p> <p>Serves as the BOE's official media contact, manages media inquiries and responses, prepares and issues news releases, and develops strategies for transparent, accurate, and timely communication with the public; establishes and maintains strong professional relationships with the Capitol Press Corps and other members of the media community and stakeholder groups.</p> <p>Identifies major program developments and policy changes for public policy implications and possible media exposure; and recommends and formulates policies concerning information disseminated outside the agency.</p> <p>Identifies and monitors topics or events with potential reputational impact. Prepare talking points, press statements, and unified messaging to lead the agency's response to crises. Ensure communication materials are accurate, consistent, and responsive to sensitive matters.</p>
25%	<p>External and Internal Communications</p> <p>Oversee the agency's public website, intranet (myBOE), and social media channels, ensuring all digital platforms meet accessibility, usability, and security standards. Direct the creation of multimedia content and agency publications, including the annual report, to ensure professional quality and consistency.</p> <p>Develop, design, and maintain internal communication systems and tools that keep employees informed and engaged, such as the employee newsletter, BOE Connect. Provide guidance to the Executive Management Team to strengthen outreach efforts and promote organizational transparency.</p>
10%	<p>Executive Support</p> <p>Prepare speeches, presentations, and written materials for the Executive Director and Chief Deputy Director, and support communication needs for legislative hearings, public meetings, and outreach activities. Coordinate messaging with internal teams and external partners to maintain accuracy and alignment.</p>
5%	<p><u>MARGINAL JOB FUNCTIONS</u></p> <p>Stay abreast of best practices in communications, implement processes, policies and controls to ensure communications are clear, consistent, meet enterprise goals and consider external sensitivities.</p>
WORK ENVIRONMENT OR PHYSICAL ABILITIES REQUIRED FOR THE JOB (if applicable):	
<p>Work Environment:</p> <ul style="list-style-type: none"> • Work in an office setting with artificial light and temperature control. • The position requires the ability to work under pressure to meet deadlines. • The sensitivity of the position may require excess hours to be worked. • The incumbent should be available to travel as needed. • The incumbent provides back-up, as necessary, to ensure continuity of agency activities. • May work in a high-rise building. 	
<p>Physical Abilities:</p> <ul style="list-style-type: none"> • Daily use of a personal computer, office equipment, and/or telephone. • Sitting and standing requirements consistent with office work. • Requires the ability to complete tasks that typically may require making repetitive hand movements in the performance of daily duties, with or without reasonable accommodations and modifications to facilitate such tasks. • Work may require occasional travel throughout the State of California. • Work may require periodic non-standard work hours to meet workload needs and demands. 	

POSITION NUMBER (Agency-Unit-Class-Serial) 290-301-7500-003		Page 3 of 3
Additional Requirements/Expectations: <ul style="list-style-type: none"> • Understand and maintain a high degree of confidentiality. • Ability to prioritize workload to accommodate rush situations and schedules. • Willingness to work irregular hours with limited notice. • Requires ability to complete tasks that typically may require making repetitive hand movements in the performance of daily duties, with or without reasonable accommodations and modifications to facilitate such tasks. • Work may require occasional travel throughout the State of California. • Work may require periodic non-standard work hours to meet workload needs and demands. 		
<i>I have read this duty statement and fully understand that I must perform the Essential Job Functions of my position with or without reasonable accommodation.</i>		
PRINT EMPLOYEE NAME	EMPLOYEE'S SIGNATURE	DATE
<i>I certify that the above accurately represents the duties of the position and that I have reviewed these duties with the above named employee.</i>		
PRINT SUPERVISOR NAME	SUPERVISOR'S SIGNATURE	DATE
HRD Approval Date: 09/25/2024	C&P Analyst Initials: HSA	