

YOUR EFFORTS WILL MAKE FI\$Cal A SUCCESS

DUTY STATEMENT

CLASSIFICATION TITLE Supervisor I	DIVISION NAME Administrative Services Division
WORKING TITLE Strategic Communications Section Manager	OFFICE/SECTION/UNIT Government Affairs Office, Strategic Communications Section
EMPLOYEE NAME	POSITION NUMBER 333-650-4800-006

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

GENERAL STATEMENT

Under the general direction of the Chief of the Government Affairs Office (GAO), the Strategic Communications Manager (Supervisor I) has full management responsibility for the Strategic Communications Section. The incumbent will be responsible for leading, executing, and managing strategic initiatives on behalf of the directorate and will work in collaboration with internal programs and various external audiences. The incumbent will be responsible for the department's social media and multimedia production. This position will serve as a consultant on the development and execution of the department's high-level materials, such as websites, newsletters, reports, executive-level presentations, videos, photography, graphics, and webcasting. The incumbent will work closely with the department's Public Information Officer II to develop communication plans, messaging, and branding to ensure the department's communication efforts are effective across platforms.

The incumbent will have knowledge and experience in managing projects with quick turnarounds, ad hoc assignments, and competing priorities. The incumbent will have experience in developing strategic communication plans, marketing campaigns, branding, event planning, video production, photography, graphics and webcasting; exercise a high degree of initiative, independence of action, creativity, and originality; demonstrate tact and exercise sound judgment that recognizes the best interest of the state; make decisions and take appropriate action; establish and maintain priorities; manage, mentor and motivate staff members; and work under pressure to meet deadlines.

SUPERVISION RECEIVED

Reports to the Manager II, Chief, GAO.

SUPERVISION EXERCISED

The position will directly supervise one (1) Graphic Designer I and two (2) Analyst II.

ESSENTIAL FUNCTIONS

The incumbent must be able to perform the essential functions with or without reasonable accommodation. Specific duties include, but are not limited to, the following:

<u>% OF TIME</u>	<u>ESSENTIAL FUNCTIONS</u>
35 %	Strategic Communications – Internal and External Stakeholders <ul style="list-style-type: none">• Collaborate, consult, and present on strategic multimedia plans, communication plans, and marketing campaigns.• Oversee, manage, and execute multimedia strategies and communication plans.• Oversee and manage research and analysis projects that support and strengthen communication strategies, methods, and processes.• Oversee and manage the development of high-level materials such as newsletters, posters, reports, social media plans, videos, graphics, photographs, and webcasts.• Evaluate opportunities to promote FI\$Cal.• Produce and/or review the most high-level and sensitive communications, including but not limited to internal and external reports and presentations for the directorate.• Managing, coaching and training staff.
20 %	Strategic Communication Planning <ul style="list-style-type: none">• Research, collaborate, develop, and provide high-level consultation of emerging communication methods, channels, technologies, and enhancements to better achieve communication objectives and goals to GAO Chief and FI\$Cal Leadership.• Evaluate and analyze existing communications strategies for effectiveness• Coordinate with the department's PIO II to ensure best practices and methods in communications are utilized. Collaborate with staff from all divisions to communicate new initiatives and projects (internal and external).
20 %	Meeting/Presentation Planning and Preparation <ul style="list-style-type: none">• Prepare the Director, Chief Deputy Director, and executive staff for legislative hearings, media interviews, videos and other high level internal and external meetings/events.

	<ul style="list-style-type: none"> • Provide timely and sound recommendations to director, chief deputy director, and executive staff on how to present on complex, controversial and/or sensitive topics from a visual multimedia perspective. • Oversee the preparation and management of materials, such as binders, handouts, videos and PowerPoint presentations. • Oversee, manage and consult on the preparation of high-level meetings, event and presentation dry runs.
20 %	Administrative <ul style="list-style-type: none"> • Monitor staff development and provide training opportunities • Establish job expectations and staff performance goals. • Provide input to assist staff with achieving performance goals and objectives. • Plan and direct the work of professional staff in the Strategic Communications Section to ensure timely, targeted, and appropriate development communications strategies and marketing materials • Complete and provide performance reports and individual development plans
5%	Marginal Functions <ul style="list-style-type: none"> • Perform other related duties as required to fulfill FI\$Cal's mission, goals and objectives. Additional duties may include, but are not limited to, assisting where needed within the team/unit, which may include special assignments.

KNOWLEDGE AND ABILITIES

Knowledge of: Principles, practices, and trends of public and business administration, management, and supportive staff services; principles and practices of employee supervision, development, and training; program management; formal and informal aspects of the legislative process; the administration and department's goals and policies; governmental functions and organization at the state and local level; a supervisor/manager's responsibility for promoting equal opportunity in hiring and employee development and promotion, and for maintaining a work environment which is free of discrimination and harassment.

Ability to: Reason logically and creatively utilize a variety of analytical techniques to resolve complex governmental and managerial problems; develop and evaluate alternatives; analyze data and present ideas and information effectively both orally and in writing; consult with and advise administrators or other interested parties on a wide variety of subject-matter areas; gain and maintain the confidence and cooperation of those contacted during the course of work; review and edit written reports, utilize interdisciplinary teams effectively in the conduct of studies; manage a complex departmental program; establish and maintain project priorities; develop and effectively

utilize all available resources; and effectively promote equal opportunity in employment while maintaining a work environment that is free of discrimination and harassment.

SPECIAL REQUIREMENTS

The incumbent will use tact and interpersonal skills to develop constructive and cooperative, working relationships with others, e.g., stakeholders, customers, management, peers, etc., to facilitate communication to improve the work environment and increase productivity. **Fingerprinting and background check are required.**

WORKING CONDITIONS

The incumbent may need to be on-site to carry out their duties. This position requires the ability to work under pressure to meet deadlines and may require excess hours to be worked. The incumbent should be available to travel as needed and is expected to perform functions and duties under the guidance of the Department of FISCal's core values. The incumbent provides back-up, as necessary, to ensure continuity of departmental activities.

This position requires prolonged sitting in an office-setting environment with the use of a telephone and personal computer. This position requires daily use of a copier, telephone, computer and general office equipment, as needed. This position may require the use of a hand-cart to transport documents and/or equipment over 20 pounds (i.e., laptop, computer, projector, reference manuals, solicitation documents, etc.). The incumbent must demonstrate a commitment to maintain a working environment free from discrimination and sexual harassment. The incumbent must maintain regular, consistent, predictable attendance, maintain good working habits and adhere to all policies and procedures.

SIGNATURES

I have read and understand the duties listed above and I can perform these duties with or without reasonable accommodation. (If you believe reasonable accommodation is necessary, discuss your concerns with the hiring supervisor. If unsure of a need for reasonable accommodation, inform the hiring supervisor, who will discuss your concerns with the assigned HR analyst.)

Employee Signature

Date

I have discussed the duties of this position with and have provided a copy of this duty statement to the employee named above.

Hiring Manager Signature

Date

H/R Analyst JM

Date Revised: 01/29/2026