

JOB DESCRIPTION AND POSITION CLASSIFICATION

CLASSIFICATION Graphic Services Supervisor		DWR POSITION NUMBER 0421-2817-590	SAP POSITION NUMBER 50000474	MCR 1
APPOINTEE Vacant		SAP PERSONNEL NO.	DIVISION/SECTION Public Affairs/CSB/Graphic Design and Mapping	
COLLECTIVE BARGAINING IDENTIFIER Management Related BU: <input type="checkbox"/> Supervisory Related BU: <input checked="" type="checkbox"/> Confidential Related BU: <input type="checkbox"/> Rank and File BU: <input type="checkbox"/> S14				
RESPONSIBILITIES EXERCISED <input checked="" type="checkbox"/> Supervisory <input type="checkbox"/> Lead Person		IMMEDIATE SUPERVISOR (Print) Jennifer Segur	SUPERVISOR'S CLASSIFICATION Supervisor II	
APPROVED BY (Personnel Analyst's Name) Marissa Arriaga			DATE 3/10/26	
<i>Percent of Time</i>	<i>Activity</i>			
40%	<p>POSITION SUMMARY Under the direction of the Creative Services Branch Manager (Supervisor II), the incumbent is responsible for supervising and providing creative and artistic direction, planning, and organizational support for the communications and technical services provided by the Graphic Design & Mapping Section. The position is a working supervisor position, and is also expected to play a key role advancing and maintaining a consistent brand identity for the Department of Water Resources(DWR).</p> <p>ESSENTIAL FUNCTIONS This position requires the incumbent to exercise good judgment; work cooperatively with others; communicate effectively, both orally and in writing; and maintain regular, consistent and predictable attendance. The specific essential duties are, but are not limited to, the following:</p> <p>SUPERVISION Directly supervises and provides creative and artistic direction to the Graphic Design and Mapping Section, including assigning, scheduling, prioritizing, and reviewing work. Oversees print and digital production of brochures, maps, signage, reports, posters, fliers, banners, graphics, logos, exhibits, panels, advertisements, billboards, and other materials. Utilizes advanced knowledge, skill, and experience of graphic design, production, reproduction, publishing processes, digital design (web, email, mobile). Proficient in content management systems, digital asset management systems, project management systems, photography, videography and software such as Adobe Creative Suite (Excel, Word, PowerPoint, Outlook, SharePoint, Access). Ensure that staff receives appropriate resources, training, information, and communication to assist them in their jobs. Perform evaluation of employees, including Annual Appraisal and Development Performance Review and other required measures. Plan and implement personnel practices that motivate and support staff. Implements efficient communications and production processes, and procedures to ensure deliverables meet objectives, are professional, on time, on budget, and on brand. Ensures products developed by Graphic Design and Mapping Section help to promote department goals of inclusivity and equal access to reach diverse audiences.</p>			
SUPERVISOR'S STATEMENT: I HAVE DISCUSSED THE DUTIES OF THE POSITION WITH THE EMPLOYEE.				
SUPERVISOR'S NAME (Print) Jennifer Segur		SUPERVISOR'S SIGNATURE ➤		DATE
EMPLOYEE'S STATEMENT: I HAVE DISCUSSED WITH MY SUPERVISOR THE DUTIES OF THE POSITION AND HAVE RECEIVED A COPY OF THE DUTY STATEMENT.				
EMPLOYEE'S NAME (Print) Vacant		EMPLOYEE'S SIGNATURE ➤		DATE

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30%	<p>PROJECT COORDINATION Provides expert consultation to senior-level DWR staff, as well as other State agencies, on project concepts, creative approach, visual design, production processes, mapping, printing methods, and technologies to support program objectives. Researches, evaluates, and implements innovative communication strategies and design media to enhance departmental services and outreach efforts.</p> <p>Offers guidance, consultation, and quality review of staff work related to the production, reproduction, and distribution of graphic materials to ensure adherence to department objectives, mission and policies, brand standards, and established guidelines. Collaborates internally to deliver creative services support, including social media content development, and consultation on proper use of the department logo and visual identity standards.</p> <p>Designs and produces complex, high-impact graphics and layouts for publications, social media, events, exhibits, displays, presentations, technical reports, campaigns, videos, web and other multimedia communication initiatives.</p> <p>Utilizes a wide range of platforms and technologies, including PC and Mac operating systems, iOS and Android mobile environments, social media platforms, and SaaS-based design and collaboration tools. Ensures all publications and digital materials comply with the Americans with Disabilities Act of 1990 (ADA), incorporating accessibility standards and best practices in all phases of design and production.</p>		
30%	<p>ADMINISTRATION Oversees the administrative and fiscal operations of the Graphic Design and Mapping Section, including cost center management, monthly interagency billing, and budget monitoring to ensure projects remain within approved funding and costs are accurately tracked and reported to clients. Provides clients with project status updates, production progress reports, and cost confirmations throughout the project life cycle.</p> <p>Manages procurement activities, including Cal-Card transactions and vendor contracts. Must be able to hold and manage a state credit card (Cal Card) for the purchase of essential items. Attend Cal card training. Comply with state credit card (Cal Card) restrictions and requirements. Report monthly expenditures providing receipts and explanations for equipment purchases. Under the direction of the Creative Services Branch Manager (Supervisor II) research, and evaluate new technologies, techniques, and vendor services to improve all operations and products. Prepares and submits required accounting documents, monthly financial reports, budget summaries, and routine correspondence in a timely manner.</p> <p>Works with administrative staff to establish and manage vendor service contracts. Approves and monitors vendor contract performance and ensures quality control of contracted services and deliverables. Coordinates and reports on section performance measures to evaluate workload, resource needs, and operational effectiveness.</p>		

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	<p>Works with administrative staff to develop required materials for hiring. This includes specific knowledge base materials, for skills and abilities criteria for technical exams and interviews.</p> <p>Researches software, equipment, and supplies to support evolving program needs. Represents the department as a creative services subject matter expert in meetings, committees, and professional forums, and leads initiatives to improve section services, processes, and products.</p> <p>FINANCIAL DISCLOSURE This position is covered in the Political Reform Act and requires financial disclosure within 30 days of the first and last day physically worked in a covered position and annually by April 1st.</p> <p>SPECIAL REQUIREMENTS The incumbent must possess artistic and creative abilities, and have normal vision or normal corrected vision, and normal color vision. Must demonstrate aptitude for working with computers and evolving software. Evening and weekend overtime work is routinely required. Having a current and valid California Class C driver's license is highly desirable as driving and travel may be required to attend meetings, outreach events, and training in remote areas not accessible with public transportation. Acting in the absence of the Creative Services Branch Manager (Supervisor II) is occasionally required.</p> <p>All employees are responsible for contributing to an inclusive, safe, and secure work environment that values diverse cultures, perspectives, and experiences, and is free from discrimination.</p> <p>The Department of Water Resources is committed to its mission and employees, and we are grounded in our commitment to public safety. Regular, consistent, and predictable attendance is essential to the successful performance in this position.</p> <p>OTHER RESPONSIBILITIES This position provides necessary support to the Divisions of Flood Management, Safety of Dams, Operations and Maintenance, Engineering, and/or the Public Affairs Office during governor declared emergencies, flood, dam SWP, and other incidents and emergencies. Additionally this position may participate in emergency operations in the capacity of area teams, field inspection, coordination, and assist agencies such as CalOES and FEMA in disaster work, including performing fieldwork to complete damage survey reports for droughts, flooding, earthquakes, and other emergencies. This position may also serve in one of the sections as established in the Incident Command System to assist the Department in performing its emergency preparedness, response, recover, and mitigation functions. These functions are established in the California State Emergency Plan and the Department's Administrative Orders.</p>		