



Classification: Information Officer II Specialist
Position Number: 880-230-5595-XXX

DUTY STATEMENT

CURRENT PROPOSED

RPA Number: 25-230-035	Classification Title: Information Officer II (Specialist)	Position Number: 880-230-5595-XXX
Incumbent Name: Vacant	Working Title: Digital Content Manager	Effective Date: TBD
Tenure: Permanent	Time Base: Full Time	CBID: E48
Division/Office: Communications Office		Section/Unit: Communications Office
Supervisor's Name: Maria West		Supervisor's Classification: Supervisor II

Human Resources Use Only:	
HR Analyst Approval: <i>Nina Lopez</i>	Date: 04/24/2026

General Statement
Under the administrative direction of Supervisor II, Assistant Communications Director, and consistent with good customer service practices and the goals of the State and Regional Board's Strategic Plan, the incumbent is expected to be courteous and provide timely responses to internal/external customers, follow through on commitments, and to solicit and consider internal/external customer input when completing work assignments.
Position Description
The Information Officer II (Specialist) over digital and email marketing content is responsible for developing, organizing, planning, directing, and evaluating a comprehensive program for website content development and branded, visual emails. The incumbent will project manage website redesigns, content changes and additions with a focus on scannable plain language with easy-to-understand visuals that explain and aid the comprehension of the general public and regulated entities.



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Essential Functions (Including percentage of time)

45%	<p>Perform tasks related to website content development: oversee content strategy and management for the California Water Boards' public-facing websites in collaboration with the Board's Web and Software Development teams and division staff. Advise Communications management on department-wide digital communication strategies and initiatives, including streamlining department processes using technology, such as software with AI innovations. Develop and execute strategic plans to generate features and web content that effectively reach core audiences statewide. Serve as a subject matter expert in user experience and human-centered design. Develop and implement user-friendly web interfaces that align with business goals and user needs. Conduct user research and usability testing to gather insights and inform design decisions.</p> <p>Create wireframes, prototypes, and high-fidelity mockups to communicate design ideas effectively. Collaborate closely with content strategists, web services team, The Americans With Disabilities Act (ADA) specialists, graphic designers, developers, internal stakeholders, and leadership to ensure cohesive and effective design solutions. Use the Board's style guide to ensure the website has a cohesive, branded look and feel. Research and develop new and improved methods for visual and plain language web communications for stakeholders, news media, regulated entities, interested parties, and the general public. Keep current on website trends and developments.</p> <p>Direct content management and manage guidelines for program content managers. Ensure consistent look and plain language voice by promoting uniform formatting, branding, icons, images, and layout. Evaluate content effectiveness and recommend appropriate changes. Create templates to assist content authors. Direct plain language writing guidelines. Write drafts of program webpages and coach program staff on plain language, scannable website text to translate highly technical material for the public and other audiences with varying levels of technical understanding. Employ modern web writing skills to draw readers in, including: targeting specific audience needs and desires; logical page organization; strong headlines and subheadings; and scannable, easy-to-understand content.</p>
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30%	<p>Project manage website content production across all divisions and offices. Lead program communications planning and development with subject matter experts to produce well-researched content for the Board’s website to raise public awareness of the Board’s mission, activities, regulatory requirements, and accomplishments using communications design strategies, site map architecture, messaging development, image and video selection, and copyediting.</p> <p>Develop and document special projects, lead cross-department coordination of website communications with project teams. Lead special communications projects that involve mission-critical services such as re-designing the website, developing new website sections, and redesigning the Board’s intranet. Organize and direct website written content, writing schedules and concurrent web page design projects to complete drafts of content or finished projects within deadlines.</p> <p>Facilitate solution-oriented communication between technical and non-technical staff to ensure complex needs of each group are represented and understood accurately. Train subject matter experts on visual, scannable, plain language principles of digital communication. Lead division and regional staff on content planning from conceptual through implementation phases, including webpage design, site map architecture, messaging development, image and video selection, and copyediting, managing multiple projects with a number of competing priorities.</p>
10%	<p>Serve as ADA digital accessibility compliance expert for the Communications Office. Provide expertise, promote understanding, and ensure the adoption of accessibility standards and procedures to help bring the Board into compliance with AB 434 and other state and federal ADA laws. Collaborate with the webmaster staff to stay current on accessibility issues that might affect the Board’s online presence. Ensure that all website content (including page designs, attached documents, images, and infographics) meets Website Content Accessibility Guidelines.</p>
10%	<p>Oversee mass email content and design system. Direct and manage the Board’s LISTSERV mass email system, providing divisions with templates, visuals, written templates and guidelines, ensuring unified writing, editing, design, ADA compliance across all programs for the public, stakeholders, media the State Legislature, and the Governor’s office.</p>
Marginal Functions (Including percentage of time):	
5%	Perform other duties as required.
Typical Physical Conditions/Demands:	
<p>The job requires extensive use of a personal computer and the ability to sit/stand at desk, utilize a phone, and type on a keyboard for extended periods of time. Ability to lift 15 pounds, bend and reach above shoulders to retrieve files and/or documents. Standing/sitting for long periods of time, etc.</p>	



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Typical Working Conditions:
The incumbent works on the 19th floor of a high-rise office building in downtown Sacramento, in an enclosed, non-windowed office cubicle in a smoke-free environment. The work schedule is Monday through Friday. Mandatory overtime, including evening and weekend work may be necessary during the year end closing process or when the department is mission tasked. Travel may be required locally and within the state.

Supervisor Statement		
I certify this duty statement represents an accurate description of the essential functions of this position. I have discussed the duties of this position with the employee and provided the employee a copy of this duty statement.		
Supervisor Name	Supervisor Signature	Date
Employee Name	Employee Signature	Date