

DUTY STATEMENT

EFFECTIVE DATE

BRANCH Public Affairs	POSITION NUMBER (Agency – Unit – Class – Serial) 815 - 820 - 5402 - 001
DIVISION/UNIT Public Affairs/Communications & Content Strategy/Content & Web Management	CLASS TITLE Analyst III
INCUMBENT NAME Vacant	WORKING TITLE Social Media Strategy Specialist

CalSTRS is dedicated to securing the financial future and sustaining the trust of California’s educators through customer service, accountability, leadership, strength, trust, respect, and stewardship.

Under general direction of the Content and Web Management Supervisor (Information Officer II, Supervisor), the Analyst III serves as the Social Media Strategy Specialist who is the lead for all department wide social media strategies, governance and performance analytics, and serves as the primary person responsible for posting, maintaining and managing all social media content. This position is responsible for a varied and complex assignments listed below in order to ensures CalSTRS’ digital presence aligns with organizational goals, brand standards and accessibility requirements.

% of time performing duties | Indicate the duties and responsibilities assigned to the position and the percentage of time spent on each. Group related tasks under the same percentage with the highest percentage first.

35%	<p>ESSENTIAL FUNCTIONS</p> <p>Develop, implement, advise on and maintain enterprise-wide social media strategies to support CalSTRS’ mission and communication objectives. Serve as the lead and primary person creating, posting and monitoring social media content, including responding to significant posts and complex inquiries as needed. Maintain complex content calendar and execute campaigns across platforms to ensure timely and accurate posting. Ensure all social media content meets CalSTRS brand, accessibility and compliance standards.</p>
30%	<p>Independently, monitor and analyze social media and web performance metrics and identify trends and consult with leadership to provide actionable insights. Prepare regular reports and dashboards to inform decision-making and optimize engagement strategies. Prepare improvements based on data-driven analysis and industry benchmarks.</p>
30%	<p>Independently consult and collaborate with video and design teams to integrate multimedia elements into social media campaigns. Provide guidance on complex content calendars and campaign planning, using the organization’s member communications calendar. Plan, collaborate and work with the Information Officer I (Content Coordinator) for social media content writing and creation. Participate in cross-unit projects and represent Communications in workgroups related to digital engagement and accessibility.</p>
5%	<p>MARGINAL FUNCTIONS</p> <p>Work on special projects as needed and act as the backup to the Web Content Editor (Analyst II).</p>

COMPETENCIES

Core Competencies. All employees are responsible for understanding and demonstrating CalSTRS’ core competencies:

- Adaptability/Flexibility
- Communication
- Customer/Client Focus
- Teamwork
- Work Standards/Quality Orientation

Classification Competencies. All employees are expected to understand and demonstrate their position’s CalSTRS class competencies located in the [Competency Guide](#) on Central.

CONDUCT AND ATTENDANCE EXPECTATIONS

- Communicate effectively with individuals from varied experiences, perspectives and backgrounds
- Deal with individuals in a tactful, congenial, personable manner
- Must maintain consistent and regular attendance
- Adhere to CalSTRS policies and procedures
- Ability to support and model CalSTRS Core Values

WORKING CONDITIONS AND PHYSICAL ABILITIES REQUIRED OF THE JOB

- Prolonged periods of standing, bending, sitting, kneeling
- Work in a high rise building, in an open space environment
- Ability to use a computer keyboard several hours a day
- Read from computer screens several hours a day
- Ability to move up to 10 pounds

Responsible for promoting a safe and secure work environment free from discrimination, harassment, inappropriate conduct, or retaliation by adhering to CalSTRS’ policies and processes. Responsible for participating in mandated HR or EEO training workshops (i.e. Sexual Harassment, EEO, etc.).

To be reviewed and signed by the supervisor and employee:

SUPERVISOR’S STATEMENT:

- I HAVE DISCUSSED THE DUTIES AND RESPONSIBILITIES OF THE POSITION WITH THE EMPLOYEE
- I HAVE SIGNED AND RECEIVED A COPY OF THE DUTY STATEMENT

SUPERVISOR’S NAME (Print)

SUPERVISOR’S SIGNATURE

DATE SIGNED

EMPLOYEE’S STATEMENT:

- I HAVE DISCUSSED THE DUTIES AND RESPONSIBILITIES OF THE POSITION WITH MY SUPERVISOR
- I HAVE SIGNED AND RECEIVED A COPY OF THE DUTY STATEMENT
- I AM ABLE TO PERFORM THE ESSENTIAL FUNCTIONS LISTED WITH OR WITHOUT REASONABLE ACCOMMODATION
- I UNDERSTAND THAT I MAY BE ASKED TO PERFORM OTHER DUTIES AS ASSIGNED WITHIN MY CURRENT CLASSIFICATION, INCLUDING WORK IN OTHER FUNCTIONAL AREAS AS BUSINESS NEEDS REQUIRE

EMPLOYEE’S NAME (Print)

EMPLOYEE’S SIGNATURE

DATE SIGNED