



PROPOSED CURRENT

Classification Title Supervisor I	Division Public Affairs
Working Title Digital Communications Manager	Office/Unit/Section/Geographic Location Digital Communications Office
Position Number 592-510-4800-001	Name and Effective Date Vacant

General Statement: Under the direction of the Supervisor II of the Public Affairs Division (Division) for the Department of Cannabis Control (Department), the Supervisor I of the Digital Communication Office (Office) will supervise and manage the development, delivery, and evaluation of statewide communications campaigns, strategic education and outreach initiatives, and will work to coordinate messaging and communications campaigns with the Community Relations Office. Duties include, but are not limited to, the following:

A. Specific Assignments [w/ Essential (E) / Marginal (M) Functions]

30% (E) Education and Outreach Project Management

Collaborate with Office staff, oversee the development of a statewide education and outreach plan intended to educate cannabis consumers, licensees, community partners, government officials, state partners, local law enforcement, public health officials, and others on the Department's role and impact.

Guide the implementation of all education and outreach strategies, both internal and external, and track metrics on campaign effectiveness, including participation rates, email open rates, social media post engagement, website metrics, and more. Strategically develop and plan educational content that contributes to the Department's overall strategy and goals to assist and inform constituents of statutory and regulatory requirements and best manufacturing practices. Conduct targeted outreach to key groups.

Collaborate with communications contractors, Division and/or Department staff on the development of communication campaigns, from concept development to execution and ongoing maintenance of materials. Direct Office staff on the development of guidance materials, talking points, presentations, Frequently Asked Questions, videos, social media, press releases, the website, and other materials. Develop processes and procedures for the development of new materials, coordinating closely with the Community Relations Office.

Maintain a library of multimedia assets, messaging and talking points, presentations, infographics, and video equipment, including photography equipment, step and repeats, and more. Support the maintenance of the Department's external website and internal intranet site with up-to-date information utilizing the principles of user experience design to ensure good usability and function.

Ensure all Department approvals are obtained prior to publishing or disseminating materials. Direct Office staff in the development of outreach materials that will assist licensees in successfully applying for licensure, complying with licensure requirements, and staying up to date with changes to rulemaking. Oversee the development of proactive outreach efforts, both in-person and through email, social media, and newsletter campaigns.

Respond to inquiries and requests for assistance from key partners and collaborate with Division and program staff to ensure that information is accurate, well organized, and accessible to constituents. Exercise discernment in escalating issues when needed.

25% (E) Training Materials and Plan

Works with the Supervisor II to build and expand relationships with local government officials and develop strong working partnerships with local policy makers. Utilize Department data and the Community Relations Office to determine if certain geographic regions need a more specific and focused training. Organize and oversee the planning and development of training curriculum and materials and the logistical planning of training sessions. Design and develop engaging training utilizing principles of learner-centered adult education and innovative delivery methods, including using digital tools. Ensure that training materials are available in multiple media formats, and that materials are relevant to the audience attending the training.

Develop tracking methods and maintain statistical data related, but not limited to, courses and classes, records registrations, attendance, cancellations, class completions to the establishment of a training history for the Department. Collaborate with local partners to engage cannabis business operators to attend trainings and educational sessions. Develop a quality improvement plan for annual evaluation and improvement of education and outreach efforts.

25% (E) Supervision

Review timesheets, mileage logs, travel claims, overtime reports for accuracy and certify figures reported. Review absence requests and approve or deny based on business need. Complete documentation related to attendance and preventative, corrective, or adverse action when appropriate. Organize and monitor staff resources and develop implementation plans to effectively respond to workload fluctuations. Monitor, evaluate, and complete employee performance appraisals. Identify and address/resolve employee performance issues. Utilize available resources to ensure compliance with Bargaining Unit contracts, hiring practices, Department policies and procedures, and other related personnel laws, rules, and/or regulations. Mentor, coach, and guide staff in the development of their knowledge of the Department and the systems and resources utilized to perform their work. Identify staff training needs and/or training opportunities for improved performance and job satisfaction. Recruit, train, evaluate performance, and prepare corrective actions for staff. Effectively promote equal opportunity in hiring and employee development and promotion, and for maintaining a work environment that is free of discrimination and harassment. Audit work to ensure it is processed in adherence to the Payroll Procedures Manual, Bargaining Unit contracts, Personnel Action Manual,

State Administrative Manual, California Department of Human Resources (CalHR) Manual, and California Code of Regulations.

10% (E) Coordination and Liaison

Participate in work groups or task teams on program and process improvement activities. Develop and maintain working relationships with other licensing state authorities to coordinate external training and outreach efforts. Collaborate with various Department staff to develop concepts for guidance documents that translate statutory and regulatory requirements into accessible information for constituents. Research and analyze cannabis laws and regulations, best management practices, and the requirements to obtain and maintain a cannabis licensure to become proficient in answering questions and developing materials.

5% (E) Americans with Disabilities Act (ADA) Compliance

Participate in ADA remediation training, developing staff training, maintain necessary contracts, and oversee the remediation of materials developed by the Office.

5% (E) Professional Development

Participate in professional development training, as well as tasks, meetings, and activities that support programmatic and workplace diversity, equity, and inclusion.

B. Headquarters Designation

Department Field Office, Sacramento, CA 95833

C. Supervision Received

The incumbent will receive directions and assignments from the Supervisor II; however, assignments and direction may also come from the Career Executive Assignment-A and/or the Deputy Director.

D. Supervision Exercised

The incumbent will directly supervise all staff in the Office.

E. Administrative Responsibility

The incumbent will be responsible for the development of materials that inform and engage key audiences on state cannabis policy, regulatory requirements and efforts to ensure the safety of cannabis manufacturing operations. Key audiences include cannabis licensees, internal staff, state agency partners, local government officials, and the public. The incumbent will ensure messaging articulates the Department's positions, is clear and consistent across platforms, and is tailored to the target audience.

F. Personal Contacts

The incumbent will have regular contact with the public, industry associations, and Department staff and management. Occasional contact with other state agencies.

G. Actions and Consequences

Failure to adequately conduct the function and duties of this position may prevent the Division from effectively carrying out its mandated consumer protection responsibilities

in a timely manner and may portray the Division and/or the Department unfavorably. Failure to properly monitor and supervise the Office could directly harm or injure California consumers.

H. Functional Requirements

The incumbent is a Work Week Group E employee and is expected to work an average of 40 hours per week, Monday through Friday, 8:00AM – 5:00PM; however, may be expected to work specified hours based on business needs of the Division. Regular attendance and punctuality are an essential part of this job.

The incumbent is expected to work in an office setting with artificial light and temperature control. Sitting and standing requirements are consistent with work in an office setting. Daily access to and use of a computer, keyboard, mouse, and telephone is essential. Occasional lifting of 10-15 pounds may be required.

In all job functions, the incumbent is responsible for creating an inclusive, safe, and secure environment that values diverse cultures, perspectives and experiences, and is free from discrimination. The incumbent is expected to provide all members of the public equitable services and treatment and work toward improving outcomes for all Californians.

I. Other Information

The incumbent shall possess the general qualifications, as described in California Code of Regulations Title 2, Section 172, which include integrity, honesty, dependability, thoroughness, accuracy, good judgment, initiative, resourcefulness, and the ability to work cooperatively with others. This position requires the incumbent to communicate effectively (both orally and in writing) when dealing with the public and/or other employees, develop and maintain knowledge and skill related to specific tasks, methodologies, materials, tools, and equipment, complete assignments in a timely and efficient manner, and adhere to Department policies and procedures.

Conflict of Interest (COI) - This position is subject to COI Regulations. The incumbent is required to submit a Statement of Economic Interests (Form 700) within 30 days of assuming office, annually by April 1st, and within 30 days of leaving office.

Department of Motor Vehicles (DMV) Employer Pull Notice (EPN) Program - The incumbent shall participate in DMV's EPN Program, which is a process for providing the Department with a report showing the driver's current public record as recorded by the DMV, and any subsequent convictions, failures to appear, accidents, driver's license suspensions, driver's license revocations, or any other actions taken against the driving privilege or license, added to the driver's DMV record.

Travel - The incumbent is required to travel throughout the state of California by various methods of transportation.

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 Equal Employment Opportunity Office.)

Employee Signature _____ Date _____

Employee's Printed Name – Classification _____

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

Supervisor Signature _____ Date _____

Supervisor's Printed Name – Classification _____