

CALIFORNIA DEPARTMENT OF CORRECTIONS AND REHABILITATION

POSITION DUTY STATEMENT

PROPOSED

CURRENT

CDCR INSTITUTION OR HEADQUARTERS PROGRAM Office of Public and Employee Communications		POSITION NUMBER (Agency-Unit-Class-Serial) 065-150-5571-004		MCR / HCR
DIVISION / UNIT Office of Strategic Communications and External Affairs		CLASSIFICATION TITLE Television Specialist		
		WORKING TITLE		
		TIME BASE / TENURE Perm/FT	CBID R01	WWG
LOCATION 8260 Longleaf Drive Elk Grove, CA 95758		INCUMBENT		EFFECTIVE DATE
CDCR'S MISSION and VISION				
<p>Mission To facilitate the successful reintegration of the individuals in our care back to their communities equipped with the tools to be drug-free, healthy, and employable members of society by providing education, treatment, rehabilitative, and restorative justice programs, all in a safe and humane environment.</p> <p>Vision We enhance public safety and promote successful community reintegration through education, treatment, and active participation in rehabilitative and restorative justice programs.</p>				
COMMITMENT				
<p>CDCR and CCHCS are committed to transforming the correctional landscape to create safer, more professional, and more fulfilling environments for our employees, the incarcerated population, and those supervised in our communities. Through systemwide improvements grounded in proven and emerging practices, we aim to strengthen rehabilitation, enhance workplace satisfaction, and support successful reentry into the community through our institutions, parole, and community partnerships. Our shared mission is to promote safety, wellness, and human dignity while fostering positive change for all those who live and work within our institutions and communities.</p> <p>CDCR and CCHCS are committed to building an inclusive respectful workplace. We are determined to attract and hire candidates from all communities and empower employees from a variety of backgrounds, perspectives, and personal experiences. We are proud to foster inclusion and drive collaborative efforts at all levels of the Department.</p>				
DIVISION OVERVIEW				
BRIEFLY DESCRIBE THE DIVISION/UNIT FUNCTIONS				
<p>The Office of Strategic Communications and External Affairs (SCEA) inform staff, stakeholders, and the public about CDCR operations, programs, initiatives, policies, and services. SCEA serves as the department's primary liaison to external stakeholders, including local and statewide law enforcement agencies, victim advocates, community and faith-based organizations, local government officials, nonprofit organizations, and national policy groups.</p> <p>SCEA develops and distributes a variety of communication products designed to inform, educate, and engage internal and external audiences. These products include stakeholder communications, multimedia productions, photography, digital content, special event coverage, and the Week in Review. The SCEA Multimedia Unit provides professional video production, photography, live-streaming, and post-production services in support of departmental priorities and communication objectives.</p>				
GENERAL STATEMENT				
BRIEFLY (1 OR 2 sentences) DESCRIBE THE POSITION'S ORGANIZATIONAL SETTING AND MAJOR FUNCTIONS				
<p>Under the direction of the Director, Television Communications Center, the Television Specialist plans, organizes, directs, and performs technical and professional work associated with the development, production, and distribution of multimedia content supporting departmental communication objectives. The incumbent research develops, produces, edits, and distributes video, photography, digital media, and live-streamed content for internal and external audiences. The Television Specialist collaborates</p>				

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with executive leadership, communication staff, stakeholders, and subject matter experts to develop communication products that support departmental initiatives and perform other related duties as required.

% 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.
<p>30%</p>	<p>Performs creative duties associated with multimedia pre-production, production, and content development. Meets with executive leadership, stakeholders, communication staff, and subject matter experts to identify communication objectives and develop effective multimedia strategies. Researches, develops, and produces original content highlighting departmental programs, initiatives, events, and accomplishments. Travels to institutions, parole offices, headquarters locations, and special events to capture video, photography, interviews, and supporting content for use across departmental communication channels. Develops scripts, story concepts, production plans, and related materials necessary to support multimedia productions. Collaborates with Public Information Officers, communication staff, and departmental partners to ensure content supports organizational goals and priorities.</p>
<p>25%</p>	<p>Performs creative and technical duties associated with multimedia post-production. Edits video productions utilize professional editing software and apply advanced production techniques including color correction, audio enhancement, motion graphics, captioning, graphic integration, and visual effects. Produces content for distribution across websites, social media platforms, internal communication channels, presentations, and video-sharing platforms. Ensure multimedia products meet departmental standards for quality, accessibility, branding, and messaging. Maintains consistency in visual storytelling, editorial standards, and production quality across all assigned projects.</p>
<p>20%</p>	<p>Performs creative and technical duties associated with field and studio production activities. Operates professional video cameras, audio recording equipment, lighting systems, teleprompters, stabilizers, and related production equipment in studio and field environments. Conducts and records interviews, directs on-camera talent, and coordinates production activities during filming. Produces voiceover recordings and utilizes studio production techniques to support communication products. Supports the production of executive messages, training videos, informational programs, live-streamed events, press conferences, and other departmental communication products.</p>
<p>10%</p>	<p>Perform duties associated with the maintenance and management of multimedia equipment and digital assets. Assists with maintaining production equipment and troubleshooting operational issues to support ongoing production activities. Organizes, catalogs, archives, and maintains digital media assets including video, photography, graphics, and audio files. Assists with administration of departmental multimedia platforms and ensures digital content is appropriately stored, organized, and available for future use.</p>
<p>10%</p>	<p>Provides photography services in support of departmental communication objectives. Captures photographs of departmental events, executive functions, institutional activities, training programs, ceremonies, and special projects. Produces executive portraits, headshots, and promotional photography in studio and field environments. Processes, edits, archives, and distributes photographic products utilizing professional image editing software. Serves as a photography resource for departmental programs and communication staff.</p>
<p>5%</p>	<p>Performs administrative duties and professional development activities in support of assigned responsibilities. Completes required administrative tasks, including leave requests, travel documentation, training requests, and timesheets in a timely and accurate manner. Participates in training and continuing education to maintain and enhance professional knowledge and skills. Performs other job-related duties as required.</p>

SPECIAL REQUIREMENTS

- CDCR does not recognize hostages for bargaining purposes. CDCR has a "NO HOSTAGE" policy, and all prison inmates, visitors, non-employees and employees shall be made aware of this.

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CONSEQUENCE OF ERROR

- Consequences of error may result in loss of time and could cause significant delays in program production. Such delays can result in inefficient use or misdirection of department resources resulting in the inability to meet efficiency and time line goals, and varying degrees of negative financial impacts to the department.

To be reviewed and signed by the supervisor and employee:

EMPLOYEE'S STATEMENT:

- *I HAVE DISCUSSED THE DUTIES AND RESPONSIBILITIES OF THE POSITION WITH MY SUPERVISOR AND RECEIVED A COPY OF THIS DUTY STATEMENT.*

EMPLOYEE'S NAME (Print)	EMPLOYEE'S SIGNATURE	DATE
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SUPERVISOR'S STATEMENT:

- *I CERTIFY THIS DUTY STATEMENT REFLECTS CURRENT AND AN ACCURATE DESCRIPTION OF THE ESSENTIAL FUNCTIONS OF THIS POSITION*
- *I HAVE DISCUSSED THE DUTIES AND RESPONSIBILITIES OF THE POSITION WITH THE EMPLOYEE AND PROVIDED THE EMPLOYEE A COPY OF THIS DUTY STATEMENT.*

SUPERVISOR'S NAME (Print)	SUPERVISOR'S SIGNATURE	DATE
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