

Duty Statement – Workforce

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Duty Statement

☐ Current ☒ Proposed

RPA Number:	Classification Title: Analyst II	Position Number: 673-010-5393-803
Incumbent Name:	Working Title: Multimedia Communications Analyst	Effective Date: Click or tap to enter a date.
Tenure: Permanent	Time Base: Full-Time	Intermittent Hours Per Month:
Division/Office: Chair's Office	Section/Unit: Office of Communications/Creative Services Unit	Reporting Location: Sacramento HQ
Supervisor's Name: Ryan Grant	Supervisor's Classification: Information Officer II (Supervisory)	CBID:
Confidential Designation: ☐ Yes ☒ No	Designated Position for Conflict of Interest: ☐ Yes ☒ No	Position Telework Eligible: ☒ Yes ☐ No
Supervision Exercised: ☒ None ☐ Lead		

General Statement

The California Air Resources Board's (CARB) mission is to promote and protect public health, welfare, and ecological resources through effective reduction of air pollutants while recognizing and considering effects on the economy. CARB is the lead agency for climate change programs and oversees all air pollution control efforts in California to attain and maintain health-based air quality standards. The Chair's Office (CO) plans, organizes, and directs the work of CARB divisions responsible for protecting air quality in California.

Competencies

All employees are responsible for understanding and demonstrating the core competencies of collaboration, communication, customer engagement, digital fluency, diversity and inclusion, innovative mindset, interpersonal skills, and resilience.

Position Description

Under the direction of the Director of Communications, Deputy Director of Communications, and Creative Services Manager, the Multimedia Communications Analyst performs a wide range of professional and technical duties in support of CARB's multimedia communications program. The incumbent serves as a subject matter expert in the research, development, production, and distribution of audio, video, photographic, and digital media content.

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The incumbent independently performs complex analytical and technical work, exercising a high degree of judgment and initiative. Assignments are often not fully defined, requiring the incumbent to determine appropriate methods, evaluate alternatives, and develop effective solutions. Duties include analyzing and interpreting policies, laws, rules, and regulations; conducting research and data analysis; and contributing to the implementation of communication program policies and procedures.

% of Time	Essential Functions
50%	Plan, organize, and lead multimedia production activities, including research, data collection and analysis, and development of reports, scripts, and outreach materials for public and internal audiences. Use multiplatform (PC/Mac) hardware and software to create, analyze, evaluate, and distribute multimedia products and performance metrics. Capture, review, and analyze audio-visual content to identify key messages, emerging issues, audience interests, and outreach opportunities. Evaluate engagement and media metrics, recommend improvements to messaging and content strategy, and collaborate with communications staff and subject matter experts to synthesize complex information into accurate, effective content aligned with organizational goals and branding standards.
25%	Prepares photography and video content for public-facing social media outlets and web platforms including YouTube, Instagram, Vimeo, X/Twitter, Facebook, TikTok, Threads, Bluesky, CARB's website as well as CARB's intranet.
20%	Maintains and organizes professional audio-video equipment, storage room, and studio. Maintains digital multimedia archive library. Researches, analyzes, and updates CARB outreach staff on best practices for audio-visual recording and tracks equipment loaned to staff for outreach events.

% of Time	Marginal Functions
5%	Other duties as assigned, including outreach and event staffing, team assignments, basic administrative tasks such as meeting notes and attendance, training assignments, and back-up with general administrative tasks.

Typical Physical Conditions/Demands

This position requires frequent sitting, standing, walking, bending, and reaching. It also requires frequent use of hands, wrists, and fingers for keyboarding and document manipulation. Lifting and carrying objects weighing up to 25 pounds may be necessary. Occasionally, you may be exposed to outdoor weather, dust, or noise.

Typical Working Conditions

The incumbent works in a smoke-free environment on the 6th floor of a high-rise office building in downtown Sacramento in an enclosed, non-windowed office cubicle. The work schedule is Monday

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through Friday. Travel may be required locally and within the state.

Special Requirements of Position (Check all that apply):

- ☐ Duties may require pre-employment and routine screenings (background/criminal/fingerprint clearance, drug testing, fingerprinting, physical, etc.).
- ☐ Duties require participation in the DMV Pull Notice Program.
- ☐ Performs other duties requiring high physical demand. (Explain below)
- ☐ Requires repetitive movement of heavy objects and/or operation of heavy machinery or motorized vehicles.
- ☒ Travel up to 25% percentage
- ☐ Bilingual Fluency needed in _____(language)
- ☐ Other-

Supervisor Statement

I certify that this duty statement accurately describes the essential functions of this position. I have discussed the duties of this position with the employee and provided the employee with a copy of this duty statement.

Supervisor Name:	Supervisor Signature:	Date: Date
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Employee Statement

I have discussed these duties with my supervisor and have been provided a copy of this duty statement. I certify that I have read, understand, and can perform the duties of this position either with or without reasonable accommodation*.

** Reasonable accommodation is any modification or adjustment made to a job, work environment, or employment practice or process that enables an individual with a disability or medical condition to perform the essential functions of his or her job or to enjoy an equal employment opportunity. (If you believe reasonable accommodation is necessary, check yes. If unsure of a need for reasonable accommodation, inform the hiring supervisor, who will discuss your concerns with the Reasonable Accommodation Coordinator.)*

Do you need reasonable accommodation to perform the essential functions of this position?		
☐ Yes ☐ No		
Employee Name:	Employee Signature:	Date: Date

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Definitions/Instructions

RPA Number – RPA number as provided by Position Control

Classification Title – Official classification title as per CalHR

Position Number – Full position number (agency-unit-class-serial, e.g., 673-810-5142-###)

Incumbent Name – Current employee

Working Title – This may differ from the classification title.

Effective Date – Day incumbent signed new or revised duty statement.

Tenure – Select from Permanent, Limited-Term, Retired Annuitant, etc.

Time Base – Select from Full-Time, Part-Time, Intermittent, etc.

Intermittent Hours per Month – intermittent hours worked.

Division/Office – Name of division or office name of the position

Section/Unit – Name of section or unit of the position

Reporting Location – where the position reports

Supervisor's Name – Current supervisor

Supervisor's Classification – Current supervisor's classification

CBID – Bargaining Unit of the position. Bargaining Unit numbers can be found here using the [CalHR Bargaining Unit Search](#) page.

Confidential Designation – Confidential Designation is for employees with a CBID of E48

Designated Position for Conflict of Interest – Refer to [CARB's Conflict of Interest Code](#) or [CalEPA's Conflict of Interest Code](#) for designated positions

Position Telework Eligible – Will vary as per the CARB's telework policy.

Supervision Exercised – Contingent upon job needs and duty requirement. For allocation reach out to HR for assistance.

General Statement – Provide a summary of the main purpose and functions of the position as it relates to the Agency, 3-5 sentences.

Example: To provide human resources guidance to the programs of the California Air Resources Board (CARB) and the California Environmental Protection Agency (CalEPA) through providing timely, accurate, and customer service-oriented human resources support.

Competencies – Review [definitions of competencies](#) below.

Position Description – Provide a brief overview of the position and its main functions related to the Division.

Example: Under the general direction of the Administrative Services Division (ASD) Chief (CEA Level B), the Human Resources Branch Chief ensures the Department's personnel programs follow laws, regulations, policies, and best practices. Provides direction, guidance, and consultation to the CARB and CalEPA management and executive teams. Performs as subject matter expert to managers and

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supervisors on personnel-related matters. Serves as the Department's technical expert for personnel matters and handles the most critical and sensitive human resources matters.

Essential Functions – The fundamental job duties of the position. Essential Functions are recommended to be no higher than 40% nor lower than 10%. Essential Functions are the duties the position exists solely to perform. There are a limited number of employees available to perform these functions and they're typically highly specialized.

Marginal Functions – Other job duties related to the position that are not primary functions (i.e., may be completed/assigned to another employee). Marginal Functions are recommended to be no higher than 10%. **Percentages of Essential and Marginal Functions shall add up to 100%.**

Typical Physical Conditions/Demands – The level and duration of physical exertion generally required to perform the tasks required for the position.

Example: This position requires frequent sitting, standing, walking, bending, and reaching. It also requires frequent use of hands, wrists, and fingers for keyboarding and document manipulation. Moving objects weighing up to 25 pounds may be necessary. Occasionally, you may be exposed to outdoor weather, dust, or noise.

Typical Working Conditions – Refers to the working environment and work schedule. Details about any travel requirements may also be listed here.

Example: The incumbent works in a smoke-free environment on the 19th floor of a high-rise office building in downtown Sacramento in an enclosed, non-windowed office cubicle. 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.

Special Requirements of Position – Check all that apply

Supervisor Statement – Refer to job duties

Employee Statement – Refer to job duties

Supervisors forward the signed copy of the duty statement to their [Division HR Liaison](#) to be placed in the employee's Official Personnel File.

Definitions of Competencies

Effective development of the identified Core Competencies fosters the advancement of the following: Collaboration, Communication, Customer Engagement, Digital Fluency, Diversity and Inclusion; Innovative Mindset, Interpersonal Skills, and Resilience.

- **Collaboration** – Develops, maintains, and strengthens relationships while working together to achieve results.
- **Communication** – Listens, writes, and presents ideas, opinions, and information virtually and in person with diverse audiences.
- **Customer Engagement** – Creates a connection with internal and external customers through passive experiences and exceptional service in response to current and future needs.
- **Digital Fluency** – Use technology effectively in the performance of one's job, including integrating and accepting new technology when appropriate.

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- **Diversity and Inclusion** – Works effectively in an inclusive workplace where individual differences and perspectives are respected and leveraged to achieve organizational goals.
- **Innovative Mindset** – Demonstrates curiosity, develops new insights, considers creative approaches, and applies novel solutions.
- **Interpersonal Skills** – Interacts positively with courtesy, sensitivity, and respect with various individuals and makes every effort to understand and relate to others; includes managing feelings effectively, expressing oneself appropriately and working with others towards a common goal.
- **Resilience** – Overcomes challenges, performs well, and remains optimistic and committed under pressure and adversity.