



Duty Statement

DIVISION	CLASSIFICATION	POSITION NUMBER (Agency-Unit-Class-Serial)
Strategic Planning & Rec. Svcs.	Associate Park and Recreation Specialist	549-336-1089-004
DISTRICT/HQ SECTION	WORKING TITLE	CBID
Headquarters	R2S2 Program Specialist	R01
SECTOR/HQ UNIT	REPORTING LOCATION	INCUMBENT
Revenue Generation & Data Analysis	715 P Street, Sacramento, CA	
STATE HOUSING (Check if applicable)		IMMEDIATE SUPERVISOR
☐ State Housing may be required.		Laurel Brode
POSITION DESCRIPTION		
Under the supervision of the Manager I, the Associate Park & Recreation Specialist performs a variety of complex analytical and administrative support functions within the Revenue Generation & Data Analysis branch that focus on leading projects that improve data quality and streamline programs for a better visitor experience. The APRS provides support to the department by conducting in-depth research and analysis of program data to identify trends, needs, and opportunities that inform park operations and planning. This position coordinates key partnerships and timelines to support optimized, data-driven community programming. The incumbent maintains thorough working knowledge of the protocol, procedures, policies, and regulations pertaining to California State Parks, its Park Pass Program and Reservations Program.		
ALL EMPLOYEES ARE RESPONSIBLE FOR CONTRIBUTING TO AN INCLUSIVE, SAFE, AND SECURE WORK ENVIRONMENT THAT VALUES DIVERSE CULTURES, PERSPECTIVES, AND EXPERIENCES, AND IS FREE FROM DISCRIMINATION.		
ESSENTIAL FUNCTIONS:		
%	TASK/DUTIES	
35%	Serves as project lead for the end-to-end planning, execution, and rollout of recreation service enhancements to the Recreation and Reservations Sales Service (R2S2) and the department, including but not limited to digital passes and the department's mobile app. The role coordinates cross-functional teams to integrate new programs with existing technical systems, ensuring a seamless flow of high-quality data and an efficient process for users. Responsible for ensuring that projects are completed on time. Continues monitoring projects after implementation to ensure the project is completed fully. Reviews a wide range of data from available databases and other applicable sources related to park visitation, pass acceptance, payments and reservable inventory. Coordinates the technical integration of new programs with existing departmental software and infrastructure. Designs frameworks to ensure high-quality data collection and accurate reporting across all platforms. By analyzing these metrics, provides data-driven insights to senior leadership to evaluate community impact.	
25%	Independently drafts, edits, and distributes high-quality written materials to ensure clear internal communication and informative public outreach and education. Summarizes complex project data for operational updates, formal reports, memos, and executive summaries. Prepare analyses that provide recommendations on long-range plans, priorities, and action needed by the department and others. Examines and develops surveys used by the department for soliciting customer feedback. Develops engaging web content and public alerts regarding new services and information pertinent to visitation. Reviews materials for accurate grammar and ensures public notices are written in plain language.	
15%	Provide support for the lower cost accommodation (LCA) program by ensuring that sites comply with reservation requirements for underserved individuals, groups, and designated target populations in accordance with applicable agreements and policies. Coordinate with Districts to implement outreach efforts for LCA accommodation sites and maintain documentation of outreach activities, facility reservations, partner engagement, and required program reporting.	



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10%	Analyzes functions in order to develop and make recommendations for educational materials that support sales and promotes visitation at California State Parks. This includes but is not limited to the content in email templates, webpages, and marketing materials. Reviews and analyze the effectiveness of the new and existing publications.	
10%	Ensures proper policies and procedures are followed in accordance with the principles and guidelines of applicable California Public Resources Codes, Department's DOM and DAM Manuals, etc., along with the guidance from the appropriate Headquarters and Field staff. Assist in consultative and analytical functions such as purchasing, procurement, contract review, inventory tracking, and visitor attendance reporting.	
MARGINAL FUNCTIONS:		
%	TASK/DUTIES	
5%	Other job-related duties as assigned and necessary for operational continuity. Attend staff meetings and trainings and prepare administrative paperwork to meet operational needs.	
TYPICAL WORKING CONDITIONS		
TELEWORK DESIGNATION:		
This position is designated as Telework Eligible - Office Centered.		
SPECIAL REQUIREMENTS:		
None		
The statements contained in this job description reflect general details as necessary to describe the principal functions of this job. It should not be considered an all-inclusive listing of work requirements. The incumbent of this position may perform other duties (commensurate with the classification) as assigned, including work in other functional areas to cover during absences, to equalize peak work periods, or to otherwise balance the workload.		
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 WITH A COPY OF THIS DUTY STATEMENT.		
SUPERVISOR NAME (PRINT OR TYPE)	SUPERVISOR SIGNATURE	DATE
EMPLOYEE STATEMENT:		
I CERTIFY I HAVE READ, UNDERSTAND, AND CAN PERFORM THE DUTIES OF THIS POSITION EITHER WITH OR WITHOUT REASONABLE ACCOMMODATION. I HAVE DISCUSSED THESE DUTIES WITH MY SUPERVISOR AND HAVE BEEN PROVIDED A COPY OF THIS DUTY STATEMENT.		
EMPLOYEE NAME (PRINT OR TYPE)	EMPLOYEE SIGNATURE	DATE