



Duty Statement

Classification: **Information Officer II**

Position Number: **275-141-5595-013**

HCM#: **4235**

Branch/Section: **Communications & Stakeholder Relations / Office of Public Affairs / Media & Messaging**

Location: **Sacramento, CA**

Working Title: **Social Media Manager**

Effective Date: **8/14/2026**

Collective Bargaining Identifier (CBID): **E48**

Supervision Exercised: ☐ **Yes** ☒ **No**

Telework: ☒ **Office-Centered** ☐ **Remote-Centered** ☐ **Not Eligible**

The Office of Public Affairs (PAOF), within the Communications & Stakeholder Relations (CSR) Branch, provides strategic communications support to CalPERS' programs and divisions, and represents CalPERS to the media, members, employers, stakeholders, and to the public, statewide, nationally, and internationally. PAOF manages CalPERS' communications so that its audiences receive consistent, accurate, transparent, and timely information. The Media & Messaging Unit (MMU) is tasked with creating high-impact content in support of the CalPERS mission and its business lines related to pensions, investments, and healthcare.

Under the administrative direction of the Supervisor II, the Information Officer (IO) II performs a wide variety of complex research, analysis, writing, editing, and communications support services relevant to CalPERS' social media channels and digital communication products. The position develops social media strategies, manages the editorial calendar, analyzes audience and performance data, coordinates content development, and recommends changes to messaging and platform strategy.

Essential Functions

Regular and consistent attendance in the office at least three days a week for teamwork, in-person collaboration, personal interactions with members, stakeholders, and other team members, cross-functional communications within CalPERS. In-person collaboration is essential to promote and foster innovation, creativity, and complete engagement by the team. Coordinating work in person allows the teams to stay functional and aligned with the work of others. Being present in the office is essential to allow for immediate accessibility for discussions, questions, mentoring, or strategy sessions between team members.

40% Onsite¹ and virtually, independently plans and coordinates CalPERS' social media presence across multiple platforms, including Facebook, Instagram, LinkedIn, and TikTok. Develops and implements social media strategies to support audience engagement, accurate and consistent representation of CalPERS across social medial platforms, and promotion of key

organizational initiatives, priorities, and messages. Ensures social media activities align with CalPERS communication goals and brand standards.

- 20% Onsite and virtually, plans, creates, curates, and schedules social media content for daily publication. Maintains the social media editorial calendar and coordinates content development to support campaigns, announcements, and ongoing communications. Monitors social media channels for mentions, trends, and audience feedback, and engages with followers to support public outreach and community interaction.
- 15% Onsite and virtually, participates in strategic planning for external communication initiatives by developing and tracking annual goals, milestones, and project timelines. Meets with senior leadership to advise on the public relations and social media implications of proposed actions, emerging issues, and external communications, and recommends messaging approaches based on anticipated audience response and platform considerations. Provides ongoing social media training, mentoring, and case study examples to team members.
- 10% Onsite and virtually, tracks, analyzes, and reports on social media performance metrics to evaluate effectiveness, measure audience engagement, and identify opportunities for improvement. Prepares recommendations based on data analysis to inform future content, messaging, and platform strategies. Uses performance trends to support continuous improvement of CalPERS' social media program.
- 10% Onsite and virtually, provides technical guidance to Media & Messaging team members who assist with writing and posting social media content, monitoring channels, tracking metrics, and maintaining the editorial calendar. Collaborates with PAOF team members to develop visual elements and ensure consistency of CalPERS branding, messaging, and communication standards across channels.
- 5% Onsite and virtually, performs other duties as assigned and appropriate for this classification.

Working Conditions

- ¹ This position is designated as office-centered and works primarily onsite at the Sacramento, CA - Headquarters at least three weekdays.
- Cubicle workstation environment.
- May require occasional travel.

Conduct, Attendance and Performance Expectations

- Ability to maintain consistent attendance.
- Ability to demonstrate punctuality, initiative, and dependability.
- Ability to model and support CalPERS Core Values (Integrity, Accountability, Respect, Openness, Quality and Balance).
- Ability to model CalPERS Competencies and demonstrate proficiency in: Collaboration, Leading People, Leading Change, Driving Results, Business Acumen, Communication, and Leading Self.

I have read and understood the duties and essential functions of the position and can perform these duties with or without reasonable accommodation.

Employee Name (Print):

Employee Signature:_____ **Date:**

I certify that the above accurately represents the duties of the position.

Supervisor Signature:_____ **Date:**