



DUTY STATEMENT

BRANCH ENTERPRISE OPERATIONS SERVICES		POSITION NUMBER (Agency – Unit – Class – Serial) 368-800-4870-901			☒ CURRENT ☐ PROPOSED	
PROGRAM External Affairs & Communications		CLASSIFICATION TITLE Student Assistant				
SECTION/UNIT (If applicable) Choose an item.		WORKING TITLE Communications and Outreach Student Assistant				
REGIONAL HUB Sacramento		COI Choose an item.	WWG Choose an item.	CBID Choose an item.	TENURE NT	TIME BASE INT
WORK SCHEDULE M-F 8am-5pm	SUPERVISION EXERCISED Choose an item.	SPECIFIC LOCATION ASSIGNED TO 1400 10th Street, Sacramento, CA 95814				
INCUMBENT (If known)		EFFECTIVE DATE				
PRIMARY DOMAIN (IT positions only)	Choose an item.					

AGENCY OVERVIEW

The Governor's Office of Land Use and Climate Innovation (LCI) serves the Governor and his Cabinet as staff for long-range planning and research and constitutes the comprehensive state planning agency. LCI assists the Governor and the Administration in planning, research, policy development, and legislative analysis. LCI formulates long-range state goals and policies to address land use, climate change, population growth and distribution, urban expansion, infrastructure development, groundwater sustainability and drought response, and resource protection. LCI's budget programs include the State Planning and Policy Development, the California Strategic Growth Council, and the California Racial Equity Commission. LCI is a fast-paced, creative work environment that requires staff to have strong collaboration skills, an ability to quickly respond to changing policy needs, and a positive attitude and sense of humor.

GENERAL STATEMENT

LCI's Communications and External Affairs Branch oversees and manages all aspects of communications, including external and internal, media relations, social media, and web content development.

Under the direction of LCI's Communications and External Affairs Supervisor, the Student Assistant (SA) will support the Office, Council and Commission's public outreach and engagement efforts. The SA will have the opportunity to support multiple aspects of communications, from designing graphics to assisting with newsletters to writing social media copy to helping with video production.

The SA is expected to perform these duties with speed and accuracy, maintaining high standards. This role involves supporting multiple programs and initiatives and contributing to a collaborative team environment.

The SA will maintain consistent attendance, work in a hybrid setting, and operate standard office equipment.

% 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. <i>(Use addition sheet if necessary)</i>
100%	ESSENTIAL FUNCTIONS



DUTY STATEMENT

35%	• Supports marketing, content creation, planning, and logistics for social media, announcements, and events. • Uses Canva and Canva templates to create graphics. • Helps develop social media copy. • Drafts emails and newsletter items and occasional blogs showcasing the office's work and impact. • Films and takes photos at events and in the office for future content. • Supports daily and weekly report compilation.
35%	• Helps the communications team identify opportunities for streamlining and process improvement. • Contributes to guidance to develop coordinated, efficient and effective communications between programs. • Tracks follow-up items, assignments, and due dates from meetings and projects.
25%	• Helps organize the communications intranet site. • Provides ad hoc support as needed to maintain daily communications operations.
	MARGINAL FUNCTIONS
5%	Perform other job-related duties as required.

KNOWLEDGE AND ABILITIES

Knowledge of: Techniques of effectively preparing, producing, and disseminating information across different communications channels; maintaining good relations with colleagues; and California State Government and basic principles of public administration.

Ability to: Support staff in communications, outreach, and engagement; write and speak effectively; work well with a diverse team; accept feedback.

DESIRABLE QUALIFICATIONS:

- Experience with Associated Press Style editing.
- Experience supporting communications, outreach and engagement with diverse communities.
- Strong written and verbal communication skills.
- Strong organizational, time-management, and project management skills to prioritize workload and manage multiple projects with short- and long-term deliverables.
- Ability to adapt communications methods to effectively reach a variety of audiences and leverage different



DUTY STATEMENT

- forums.
- Climate change and/or land use policy knowledge and experience is preferred but not required.
- Experience with media and outreach software such as Cision One, Constant Contact, Canva, Adobe and
- Microsoft Suite.

SPECIAL PERSONAL REQUIREMENTS:

SPECIAL PHYSICAL CHARACTERISTICS: Persons appointed to this position must be reasonably expected to exert up to 10 lbs. of force occasionally and/or a negligible amount of force frequently or constantly to lift, carry, push, pull or otherwise move objects with or without reasonable accommodation. Involves sitting most of the time but may involve walking or standing for brief periods of time. Occasional/overnight travel - up to 10% may be required.

The statements contained in this duty statement 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. Individuals may perform other duties as assigned, including work in other functional areas to cover absence of relief, to equalize peak work periods or otherwise balance the workload.

SUPERVISOR'S STATEMENT: *I HAVE DISCUSSED THE DUTIES OF THE POSITION WITH THE EMPLOYEE AND HAVE PROVIDED A COPY OF THE DUTY STATEMENT TO THE EMPLOYEE.*

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

EMPLOYEE'S STATEMENT: *I HAVE READ AND UNDERSTAND THE DUTIES LISTED ABOVE AND CAN PERFORM THESE DUTIES WITH OR WITHOUT REASONABLE ACCOMMODATION. (IF YOU BELIEVE REASONABLE ACCOMMODATION IS NECESSARY, DISCUSS YOUR CONCERNS WITH YOUR HIRING SUPERVISOR. IF UNSURE OF A NEED FOR REASONABLE ACCOMMODATION, INFORM YOUR HIRING SUPERVISOR, WHO WILL DISCUSS YOUR CONCERNS WITH HUMAN RESOURCES OFFICE).*

EMPLOYEE'S NAME (Print)	EMPLOYEE'S SIGNATURE	DATE
-------------------------	----------------------	------