

OFFICE OF THE STATE CONTROLLER

DUTY STATEMENT

EMPLOYEE NAME Vacant	DIVISION Executive Office
CLASSIFICATION TITLE Information Technology Specialist I	UNIT NAME - LOCATION Public Affairs Office, Sacramento
WORKING TITLE Digital Content Manager	POSITION NUMBER 051-340-1402-903
Information Technology Domain Business Technology Management	EFFECTIVE DATE TBD

SECTION A: GENERAL DESCRIPTION

Under the general direction of the Public Affairs Office Communication Director, the Information Technology Specialist I will act as the digital content lead and technical liaison for the Public Affairs Office. The incumbent will serve in a key orchestrating role, leading divisions and technical web development staff in creating, curating, and maintaining SCO's website content to meet the organization's goal of demonstrating best-in-class financial management of California's financial resources.

The projects assigned to the incumbent's team have enterprise-wide and statewide impact to support the business and communication functions of the State Controller's Office (SCO). Duties include but are not limited to the following:

SECTION B: ESSENTIAL FUNCTIONS

Candidates must have the ability to perform the following essential functions with or without reasonable accommodations.

Percentage of
Time Spent

Typical Task

50%	Technical Public Affairs Lead Oversees content strategy, development, and management for SCO's public and internal websites, ensuring material is current and aligns with the purpose, mission, and values of the SCO. Develops and executes an internal strategic plan to generate web content and feature that effectively reach
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	SCO's core audiences. Advises Executive Management on methods to best promote or integrate SCO strategies and initiatives through innovative web-based technologies. Leads division staff on content planning from conceptual through implementation phases. Serve as Executive Office/Public Affairs Office technical liaison with Information Systems Division web development services team. Coordinate and consult with users, administrators, and technical staff to identify business and technical requirements for new content, multimedia, and other innovative tools for showcasing the work of SCO. Collaborate with the SCO Executive Office, SCO management and staff, business clients, stakeholders, and vendors regarding complex technical issues. Design, develop, and perform Web publishing activities using tools for content creation, Content Management System (CMS) web publishing, multimedia presentation, and analytics. Maintain SCO brand guidelines throughout the website, generate regular performance reports and analytics.
30%	Planning and Communication Communicate effectively. Develop and sustain cooperative working relationships with internal and external business partners. Develop and provide recommendations concerning changes in priorities, project scopes and schedules. Report progress on projects and activities in meetings and provide regular written status reports. Regularly direct or collaborate with divisional/program webmasters. Establish and manage regular user group meetings with content webmasters to produce, shape, and optimize engaging written and visual content that aligns with SCO's core programs, priorities, and branding. Support

	PAO's production of narrative, photo, video, graphic, and other digital content, advising on website placement, analytics, and optimization as needed.
10%	Program and Technical Expertise Ensure SCO's website meets ADA compliance as well as any new legislated accessibility standards. Demonstrate advanced subject matter and technical expertise on web-based applications and the use of these applications to further the communication goals of the SCO.
5%	Technology Trends and Evaluation Stay current with the latest trends in software, websites, and development technologies; assist with the identification, selection, acquisition and use of these solutions for SCO needs. Prepare alternatives analysis evaluations, proposals, estimates, technical designs as needed
5%	Administrative Perform other administrative tasks associated such as attend meetings, develop presentations, review and/or generate documents, etc.

SECTION C: NON-ESSENTIAL FUNCTIONS

%	NONE
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SECTION D: ADA REQUIREMENT

Alternatives will be provided for incumbents who are unable to perform the non-essential functions of the job because of a disability as defined by the Americans with Disabilities Act.

SECTION E: KNOWLEDGE, SKILLS, AND ABILITIES

- Knowledge, skill, and experience distilling complex policy and technical concepts into written and visual digital content that effectively reaches target audiences
- Knowledge, skill, and experience meeting ADA accessibility standards and implementation

- Knowledge, skill and experience developing web-based and distributed systems using both open source and commercial application development languages and tools.
- Knowledge of the State of California Information Technology (IT) policies, practices and direction for the effective and efficient delivery of IT services.
- Knowledge of Project Management principles.
- Knowledge of Microsoft project management, data visualization, and tracking software (Office 365, Planner, Team Sites, Organizational Sites, OneNote, DevOps, Power BI)
- Knowledge of software security principles as related to the development and use of IT applications.
- Excellent collaboration and customer service skills.
- Excellent communication, writing, analytical and decision-making skills.
- Excellent skills in presenting complex technology concepts and design to non-IT staff.
- Ability to lead a team of developers and work independently in analysis, design, coding, testing, documentation and implementation of complex IT applications.
- Ability to develop and maintain effective and cooperative working relationships.
- Ability to exercise a high degree of initiative, independence and originality.
- Ability to exercise tact, sound judgement, diplomacy, and discretion.
- Ability and willingness to keep abreast with the latest technologies in the market; learn and use these technologies to enhance SCO's technology solutions.
- Ability to design, develop, and perform Web Publishing activities.
- Ability to be flexible, work well under pressure, meet deadlines and adapt to changing priorities.
- Ability to work outside of normal business hours and weekends as needed.

SECTION F: RESPONSIBILITY FOR DECISIONS (CONSEQUENCE OF ERROR)

The incumbent oversees the content development and maintenance of mission critical, complex information technology systems, most of which is public facing. Failure to provide oversight of software processes and adherence to departmental and state Information Technology processes could result in ineffective use of resources, delays in implementing program changes, client dissatisfaction and public embarrassment to the SCO.

The incumbent is obliged to preserve the confidentiality of SCO data and subject matter information that is handled or shared during the course of their work. Failure to comply could result in a security breach.

The incumbent must exercise good judgement in providing assistance, consultation, and communication to users, managers, and team members. The

incumbent must be able to balance concurrent assignments, complete assigned projects, and complete tasks on time and at a level commensurate with the position classification. Failure to provide timely and appropriate technical solutions may impede the SCO's ability to meet its constitutional responsibilities.

This position requires the incumbent to maintain consistent and regular attendance. Inconsistent attendance would impact staff completion of work and negatively impact the quality and timeliness of application development and maintenance activities.

SECTION G: PERSONAL CONTACT

The incumbent will have daily contact with staff at all levels and is expected to always represent the Public Affairs Office. . The incumbent will work with the SCO Executive and Program staff on a regular basis. Occasionally, the incumbent will confer with staff from other State Departments and control agencies. The incumbent will also consult with Information Technology vendors regarding products and services currently in use or of interest to the SCO.

SECTION H: WORK ENVIRONMENT

The incumbent will work in a multi-story climate-controlled office under artificial lighting. Travel to customer locations, primarily in Sacramento County, will occur on a regular basis. When traveling, the incumbent may be subject to the elements of the destination. The incumbent is expected to adhere to a consistent work schedule averaging 40 hours per week. The incumbent may be required to work outside of normal business hours. The incumbent may be required to take a computer laptop offsite to provide after-hours support. The incumbent may be required to carry a mobile communications device.

SECTION I: PHYSICAL REQUIREMENTS

Check the frequency of activity required of the employee to perform the job				
Activity (Hours per day)	Never (0 Hours)	Occasionally (up to 3 hours)	Frequently (3 to 6 hours)	Constantly (6 to 8 hours)
Sitting				X
Walking		X		
Standing		X		
Bending (neck/waist)		X		
Squatting		X		
Climbing	X			
Kneeling		X		

Crawling	X			
Twisting (neck/waist)			X	
Is repetitive use of hand(s) required?				X
Simple Grasping (R or L)			X	
Power Grasping (R or L)	X			
Fine Manipulation (R or L)			X	
Pushing/Pulling (R or L)		X		
Reaching (above/below shoulder level)			X	
Lifting/Carrying	The incumbent will be required to move and carry IT equipment and/or documentation, up to 20 pounds, on a frequent basis.			

SECTION J: SIGNATURE

By signing this document, I acknowledge I understand all requirements and information stated above and understand the duties may be modified in accordance with the established job specifications for the class and in conjunction with office needs, and I have received a copy of this Duty Statement.

Employee's Signature

Date

I have discussed and provided a copy of this Duty Statement to the employee named above.

Supervisor's Signature

Date