State of California
Department of
Industrial Relations

DUTY STATEMENT

☒ CURRENT

☐ PROPOSED

CIVIL SERVICE CLASSIFICATION	WORKING TITLE
Supervisor I	DAS Outreach Manager

PROGRAM NAME	UNIT NAME
Division of Apprenticeship Standards	Outreach Unit

ASSIGNED SPECIFIC LOCATION	POSITION NUMBER
1515 Clay Street, Suite 1902, Oakland, CA 94612	400 – 701-4800-907

BARGAINING UNIT	WORK WEEK GROUP	BILINGUAL POSITION	CONFLICT OF INTEREST FILER	BACKGROUND CHECK
S01	E	No	Yes	No

General Statement

Under direction of the Manager I, the Supervisor I oversees the Division of Apprenticeship Standards (DAS) Outreach Unit. The Supervisor I will supervise a team of analysts to help develop and support their efforts to promoting apprenticeship Programs. The supervisor I will manage a team of Analysts responsible for implementing the Division of Apprenticeship Standards (DAS) Outreach Unit's plans to develop market and monitor California's Apprenticeship Statewide. The Supervisor I will also act as the main contact for potential business and trade organizations. The Supervisor will oversee and guide the Analysts that will be responsible for building awareness of the State's Apprenticeship Programs, promoting collaboration with businesses, establishing new apprenticeships, announce apprenticeship opportunities for job seekers, educate/disseminate funding opportunities available to participating employers and apprenticeship program sponsors, and implement marketing programs that encourage increased participation for those who are underrepresented in apprenticeship.

Candidates must be able to perform the following essential functions with or without reasonable accommodations.

Percentage of Time Spent	Duties **Essential Job Functions**
35%	Supervisory Functions Oversee/manage, provide work direction, assignment and guidance on the work of the Analysts for the implementation of DAS's marketing plan to expand apprenticeship throughout the State of California. Review and provide feedback on the team's work to ensure it aligns with DAS directed marketing strategies and plans and monitor progress. Lead a team with developing new apprenticeship programs by participating in initial DAS contact meetings. Communicate, train and monitor team's activities and progress to ensure Apprenticeship laws, rules, regulations, and DAS procedures are being followed to ensure the best information is consistently shared with the public. Train and delegate on the development and execution of program strategies in order to grow the Analysts' knowledge and experience. Develop and deliver staff training plans to develop the Analysts to grow the DAS portfolio of apprenticeship programs and align them with DAS mission, strategies, and goals. Coach and mentor staff in developing registered apprenticeship programs by following internal resources and established procedures. Prepare staff performance evaluations including probationary reports and annual performance reports in accordance with Human Resources guidelines.

20%	Partnership Development Manage and oversee the development of physical and digital marketing materials, including writing advertising content, graphic designs, and creating messaging to the public using relevant data collected. Provide hands-on training to the team in the use of modern software to create and design the best material for DAS outreach purposes. Build and strengthen relationships with potential and existing partners for new apprenticeships, outreach opportunities, and collaborative opportunities through various forms of communication. Maintain and update a database of current and potential individuals and organizations that benefit from apprenticeship. Conduct communication with companies to verify and update contacts. Perform outreach to companies not in the database and provide information on available programs and services.
20%	Program Development Leads the collaborative marketing efforts by establishing constant communications and updates with DAS management and staff dedicated to establishing new programs. Track and keep apprised of DAS funding staff and projects which will require promotions. Establish a liaison relationship with DAS Communications to ensure all marketing activities are in-line with Departmental needs and goals. Coordinate marketing efforts with DIR staff dedicated to digital outreach. Build and foster relationships with business and trade organizations while regularly attending events and functions to promote and expand apprenticeship programs and develop opportunities for new programs.
10%	Program Assessment Establish communication efforts for the community as well as relevant stakeholders which include dissemination of general DAS information, introduction letters, and call to action letters. Utilize data collected by the agency and gleaned from relevant and trusted sourced data i.e. government agency compiled data, to identify potential focus areas for developing marketing campaigns. Lead the efforts to identify partnerships by researching potential partners and develop and strategize a plan for open communication with them.
10%	Monitor the effectiveness and efficiency of the Division's website and search tools while working with information technology staff and the department webmaster to develop more user-friendly experiences. Provide regular performance feedback, coaching, and training to staff to ensure they are meeting performance expectations, achieving goals and objectives, and providing accurate information to stakeholders. Prepare and deliver presentations at professional and community events to educate attendees about apprenticeship and its opportunities. Evaluate and assess marketing efforts in accordance with the needs of the agency and report to upper management.
Percentage of Time Spent	**Marginal Job Functions**
5%	Work on special, job-related projects as assigned by the Chief, Assistant Chief and the Manager I of the Outreach Unit of the Division of Apprenticeship Standards

Conduct, Attendance, and Performance Expectations

The Supervisor I must maintain acceptable, consistent, and regular attendance; communicate

effectively, both orally and in writing, in dealing with the public and/or other employees; develop and maintain knowledge and skill related to specific tasks, methodologies, materials, tools, and equipment; complete assignments in a timely and efficient manner; and adhere to departmental policies and procedures regarding attendance, leave, and conduct. Must be regularly available and willing to work the hours the department determines are necessary or desirable to meet its business needs.

Supervision Received

The Supervisor I reports directly to and receives most assignments from the Manager I; however, direction and assignments may also come from the Assistant Chief for special projects as needed.

Supervision Exercised

Directly oversees and supervises a team of Analysts.

Work Environment, Special Requirements/Other Information, Physical Abilities, Additional Requirements/Expectations, and Personal Contacts

Work Environment

Traditional Office setting with standard office equipment in a high-rise, air-conditioned building with elevator access. Work in cubicles with natural and artificial lighting. Frequent In-State Travel required with typical office/vehicle noise and /or vibration; may encounter inclement weather while traveling with daily/weekly driving or occasional flights; Flexible schedule according to the current State's telework policy: may require early start and /or late-night meetings, with occasional overnight stays.

Special Requirements/Other Information

N/A

Physical Abilities

Requires being in a stationary position for long periods of time. The ability to use a computer, telephone, and other office equipment such as copiers, date-stamp, and scanners are necessary. Ability to move and transport office items in a safe manner in office or at another location when traveling.

Additional Requirements/Expectations

The Supervisor I is expected to communicate effectively with team members and program leaders and to foster a culture that supports the mission and vision of DAS. Provide outstanding customer service to stakeholders.

Personal Contacts

The Supervisor I will routinely interact with the public, program sponsors, employers, other governmental agencies, and all levels of the Department of Industrial Relations departmental staff, and program leaders as it relates to the business and administrative needs of the division.

Employee Acknowledgment

I have read and understand the duties listed above and certify that I possess essential personal qualifications including integrity, initiative, dependability, good judgment, and ability to work cooperatively with others; and a state of health consistent with the ability to perform these assigned duties as described above with or without reasonable accommodation. If you believe a reasonable accommodation is necessary, discuss your concerns with the hiring supervisor. If unsure of a need for a reasonable accommodation, inform the hiring supervisor who will discuss your concerns with the Medical Management Unit in the Human Resources Office.

Employee Name	Employee Signature	Employee Sign Date

Supervisor Acknowledgment

I certify this duty statement represents a current and 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	Supervisor Signature	Supervisor Sign Date

HUMAN RESOURCES OFFICE APPROVAL

C&S Analyst Initials	Approval Date