

DUTY STATEMENT

DFW 242A (REV. 08/3/16)

INSTRUCTIONS: A duty statement and organizational chart must be submitted with each Request for Personnel Action, Form 242	EFFECTIVE DATE:
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CDFW DIVISION/BRANCH/REGION/OFFICE Executive Branch	POSITION NUMBER (Agency-Unit-Class-Serial) 565-008-0556-xxx
UNIT NAME AND LOCATION Office of Communication, Education and Outreach (Sacramento)	CLASS TITLE Marketing Specialist
INCUMBENT	CURRENT POSITION NUMBER (Agency-Unit-Class-Serial) 565-035-0762-010

BRIEFLY DESCRIBE THE POSITION'S ORGANIZATION SETTING AND MAJOR FUNCTIONS:

Under the general direction of the assistant deputy director of OCEO, the marketing specialist is responsible for evaluating, planning, administering, and implementing the department's statewide hunter and angler recruitment, retention and reactivation (R3) efforts. The marketing specialist provides expertise and collaborates with agency staff and external partners to develop and advance state R3 strategies and build capacity for implementing best practices for successful R3 outcomes. The marketing specialist will lead the work product of a cross-divisional team to develop a statewide R3 action plan that identifies strategic goals, objectives and programs for R3. This position will support the Law Enforcement Division, Wildlife and Fisheries Division, OCEO and the Marine Region in order to ensure the department meets and exceeds hunter and angler R3 expectations.

PERCENTAGE 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. (USE THE REVERSE SIDE IF NECESSARY.)
45%	<p><u>ESSENTIAL FUNCTIONS:</u></p> <p>R3 MARKETING & OUTREACH Coordinates the development and implementation of a statewide R3 plan for the recruitment, retention and reactivation of hunters and anglers, to include collaboration with program staff in developing, implementing and evaluating effective programs. Develops relevant and engaging marketing content and delivers effective outreach and customer engagement strategies. Develops and maintains effective working relationships with agency staff, external organizations and agency partners from the outdoor recreational community, as well as the public.</p>
30%	<p>PROJECT COORDINATION Coordinates R3 staff in a way that establishes a core team responsible for accomplishing the goals and recommendations set forth in the statewide R3 plan. Participates in national, regional and California R3 meetings and activities. Updates R3 team members and CDFW leadership of current and developing R3 sciences and techniques.</p>
20%	<p>PROGRAM & DATA EVALUATION Develops, implements, and directs marketing surveys to evaluate and increase the effectiveness of programs, activities, events and hunting and angling participation. Working with research scientists, interprets social and economic science and information and integrates into programs and projects in a way that will increase participation by potential, current and former hunters and freshwater and marine anglers. Working with department IT staff, conducts data reviews of customer purchasing behaviors to provide department leadership with a better understanding of the organization's customer base and license sales.</p>
5%	<p>NON-ESSENTIAL FUNCTIONS Perform administrative tasks, including tracking of time worked; attend career development and training programs, seminars as appropriate to contribute to the achievement of the department's goals and objectives.</p>

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	<p>KNOWLEDGE AND ABILITIES</p> <p>Knowledge of: Survey techniques; advertising development, placement and assessment; special event planning; and promotional marketing including co-promotional campaigns.</p> <p>Ability to: Assume leadership in each of the above areas; develop and present programs clearly and articulately in both oral and written form; establish effective working relationships with all groups and individuals contacted in work; and analyze situations accurately and take effective action.</p> <p>DESIRABLE QUALIFICATIONS</p> <p>Special Personal Characteristics: Demonstrated ability to act independently, open-mindedness, flexibility, and tact. Knowledge and experience participating in outdoor recreational activities such as hunting and fishing. Knowledge of hunting and fishing programs and activities for families and children.</p> <p>Interpersonal Skills: Work independently as well as in small groups to achieve program and department goals.</p> <p>WORKING CONDITIONS</p> <p>Work with staff statewide to complete work assignments. Occasional travel required (may include driving a state vehicle or personal vehicle). Occasional weekend or overtime work may be required. May be required to wear a CDFW uniform for some public events.</p>

SUPERVISOR'S STATEMENT: I HAVE DISCUSSED THE DUTIES OF THE POSITION WITH THE EMPLOYEE

PRINT SUPERVISOR'S NAME Clark Blanchard	SUPERVISOR'S SIGNATURE	DATE
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EMPLOYEE'S STATEMENT: I HAVE DISCUSSED WITH MY SUPERVISOR THE DUTIES OF THE POSITION AND HAVE RECEIVED A COPY OF THE DUTY STATEMENT

I HAVE READ AND UNDERSTAND THE DUTIES AND ESSENTIAL FUNCTIONS OF THE POSITION AND CAN PERFORM THESE DUTIES WITH OR WITHOUT REASONABLE ACCOMMODATION

PRINT EMPLOYEE'S NAME	EMPLOYEE'S SIGNATURE	DATE
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