



Position Details

Classification: Information Officer I
(Specialist)

Office/Branch: Strategic
Communications/Communications and
Public Relations

Working Title: Social Media Manager

Location: Sacramento

Position Number: 311-144-5601-004

HR Approval Date/Initials: JT 6/7/24

**CBID/Bargaining
Unit:** R01

**Work Week
Group:** 2

Tenure:
Permanent

Time Base:
Full time

Job Description Summary

Under the direction of the Assistant Deputy Director of Communications and Public Relations, and in consultation with the Chief of Strategic Communications, the Social Media Manager is responsible for the coordination and development of the digital content and engagement tools for the California High-Speed Rail Authority’s (Authority) comprehensive statewide social media engagement plan. The incumbent is responsible for independently monitoring the Authority’s official social media accounts and interacting with users through these platforms in real-time as the official voice of the Authority. The incumbent is also responsible for the planning and implementation of social media campaigns designed to promote the high-speed rail program on the Authority’s social media and other digital platforms. The incumbent is also responsible for tracking and reporting strategic communication social media projects to Authority staff and leadership.

Duties

Percentage

Essential (E)/Marginal (M)

40% (E)

- Develops, implements, and maintains a comprehensive statewide social media engagement plan to promote the Authority’s high-speed rail program utilizing the Authority’s existing social media and digital media platforms.
- Generates, edits, publishes, and monitors daily content across the Authority’s official social media channels.
- Rapidly responds to inquiries received across the Authority’s social media accounts.
- Assists in the development of targeted social media posts in response to developing news and works closely with the Authority’s Public Information Officers and outreach staff to produce relevant content on a daily basis.

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- 40% (E)
- Researches, recommends, and implements best practices for the Authority's social media accounts to increase participation and generate audience growth.
 - Generates content ideas with the purpose of engaging targeted audiences at a local, state, and national level in order to raise awareness about Authority programs and initiatives.
 - Works closely with the Authority's Multimedia team to develop material for special social media campaigns.
 - Coordinates with the Authority's Diversity, Equity, and Inclusion Manager to develop materials related to History and Heritage Months.
 - Collaborates with regional outreach teams and the Media Relations section to develop, organize, and implement social media campaigns of interest to individuals in Northern, Central, and Southern California.
- 15% (E)
- Monitors transportation and/or partner social media accounts and general social media trends to influence the content strategy and spark creative direction.
 - Tracks and reports out on Communications office outreach and social media projects to Authority staff and leadership on a monthly basis. Recommends the development of key performance indicators for social media accounts.
 - Manages the social media calendar for the Strategic Communications Office.
 - Manages the Authority's social media budget.
- 5% (M)
- Other job-related duties as required.

Special Requirements

The checked boxes below indicate any additional requirements of this position.

License Required Yes <input type="checkbox"/> No <input checked="" type="checkbox"/>	Conflict of Interest (COI) Yes <input type="checkbox"/> No <input checked="" type="checkbox"/>	Bilingual Required Yes <input type="checkbox"/> No <input checked="" type="checkbox"/>	Contract Manager Yes <input type="checkbox"/> No <input checked="" type="checkbox"/>	Medical Required Yes <input type="checkbox"/> No <input checked="" type="checkbox"/>
Type:		Language: Spanish		

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Knowledge and Abilities

Knowledge of: Techniques of preparing, producing and disseminating information, utilizing all major media of communication; principles and techniques of establishing and maintaining good relations with news media and other public groups; California State Government and principles of public administration.

Ability to: Write, edit, and prepare for publication or reproduction news releases, magazine articles, correspondence, booklets, brochures, pamphlets, magazines, reports, speeches, scripts for radio, television or motion pictures, and other information material; speak effectively; analyze data; assume responsibility for the administration of a public information program.

Desirable Qualifications

- General knowledge of and experience utilizing communication theory.
- Extensive experience and knowledge of social media and email marketing outreach.
- Experience using social media schedulers and collecting and analyzing metrics.
- Experience with Microsoft Office, Adobe Creative Suite, and Canva.
- Experience with photo composition, collecting video, and producing social media content.
- Ability to analyze issues for their newsworthiness and potential impact on the Authority.
- Ability to identify and resolve complex and sensitive social media issues.
- Knowledge of principles of transparency in state government.
- Ability to be flexible and adaptable to changing priorities in a fast-paced environment.
- Ability to work collaboratively in a team setting.
- Exceptional written and oral communication skills.
- Strong organizational skills.
- Ability to analyze data and present ideas and information effectively, both verbally and in writing.
- Ability to consult with and advise managers, supervisors, and administrators upon request.
- Able to resolve conflicts in a positive manner and maintain a high level of professional integrity.

Supervision Exercised Over Others

This position does not supervise but may act as a lead.

Public and Internal Contacts

The incumbent will have regular contact with Authority staff, and contractors and will externally communicate other local, state, and federal agencies, Authority stakeholders,

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and the public. The incumbent must exercise good judgment and make effective decisions to fulfill the position's responsibilities.

Responsibility for Decisions and Consequence of Error

The employee receives general instructions regarding the scope of and approach to projects or assignments, but procedures and techniques are left to the discretion of the employee. This position is responsible for the public image of the Authority and the Authority's social media accounts. Errors in judgment or lack of response to inquiries on social media could lead to incorrect information about the Authority being posted and shared on social media, which could in turn embarrass the Authority, and cause unfavorable media coverage and possible reaction from the State legislature or the public. The incumbent should be able to make recommendations on potentially sensitive responses on social media to ensure that the Authority's message is appropriately communicated across its platforms.

Physical and Environmental Demands

While working on-site, the incumbent works in a professional office environment, in a climate-controlled area that may fluctuate in temperature and is under artificial light. The incumbent will be required to use a computer, mouse, and keyboard, and will be required to sit for long periods of time at a computer screen. Employee must be able to focus for long periods of time, multi-task, adapt to changes in priorities, and complete tasks or projects with short notice. Employee must develop and maintain cooperative working relationships and display professionalism and respect for others in all contact opportunities.

Working Conditions and Requirements

- a. Schedule: Flexible schedules may be available for this position. Specific schedules will be set between the supervisor and the employee.
- b. Telework: Telework is available for this position with a minimum of three in-office working days per week.
- c. Travel: This position occasionally travels statewide to attend meetings, public events, press conferences, Central Valley tours and other events. This can require travel via car, train, or by air to the Bay Area, the Central Valley, and Southern California.
- d. Other: The incumbent will occasionally be required to work nights and/or weekends to attend public outreach events and/or monitor social media.

Acknowledgment and Signatures

I have read and understand the duties listed above and can perform them with/without reasonable accommodation (RA). (If you believe you may require RA, please discuss this with the hiring supervisor. If you are unsure whether you require reasonable accommodation, inform the hiring supervisor who will discuss your concerns with the RA Coordinator.)

Incumbent Printed Name:	Signature:	Date:
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I have discussed the duties with and provided a copy of this duty statement to the incumbent named above.

Supervisor Printed Name:	Signature:	Date:
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