

DUTY STATEMENT

DFW 242A (REV. 07/18/22)

Department Statement:

California is one of the most biodiverse places on the planet. As such, the Department of Fish and Wildlife (CDFW) values diverse employees working together to protect nature for all Californians. CDFW is committed to fostering an inclusive work environment where all backgrounds, cultures, and personal experiences can thrive and connect others to our critical mission.

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| INSTRUCTIONS: A duty statement and organizational chart must be submitted with each Request for Personnel Action, Form 242 | EFFECTIVE DATE |
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| DFW DIVISION/BRANCH/REGION/OFFICE Office of Communications, Education & Outreach | POSITION NUMBER (Agency-Unit-Class-Serial) 565-008-0556-004 |
| UNIT NAME AND LOCATION OCEO/SACRAMENTO | CLASS TITLE Marketing Specialist |
| INCUMBENT | CURRENT POSITION NUMBER (Agency-Unit-Class-Serial) 565-008-0556-004 |

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| BRIEFLY DESCRIBE THE POSITION'S ORGANIZATION SETTING AND MAJOR FUNCTIONS | |
| Under the general direction of the assistant deputy director for communications, education and outreach, the Marketing Specialist is a vital member of the department's Hunter/Angler Recruit, Retain, Reactivate (R3) Team, and conducts marketing and outreach efforts aimed at increasing participation in hunting and fishing, serves as the coordinator for the California scholastic archery programs and coordinates statewide outreach campaigns and events. The incumbent is responsible for directing a variety of concurrent projects, including the coordination of sport shows and other outreach spaces to support R3, while coordinating and implementing the department's statewide scholastic archery programs. The Marketing Specialist provides expertise and collaborates with the department's R3 manager, staff and external partners to develop and advance state R3 marketing strategies and programs. This position will collaborate with the Law Enforcement Division, Wildlife and Fisheries Division, OCEO, Marine Region and other specific programs to ensure the department meets and exceeds hunter, angler and the shooting sports R3 expectations. | |

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| 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.) |
| 40% | ESSENTIAL FUNCTIONS: SCHOLASTIC ARCHERY PROGRAM Manages the statewide scholastic archery program in conjunction with the hunter/angler recruit, retain, reactivate (R3) effort. Leads the continuous development and implementation of statewide marketing and outreach strategies to help California meet R3 shooting sports goals and objectives through its scholastic archery programs. Manages the marketing, outreach and volunteer/school engagement strategies and drives the expansion of relevant, inclusive and engaging campaigns to recruit new, diverse students and schools into the program. This program is grant funded and the incumbent is responsible for managing and marketing grant opportunities to schools, the annual evaluation and administrative review of federal grant proposals and awards for consistency with department policies and procedures, state requirements and federal guidelines. |
| 35% | MARKETING AND OUTREACH: Coordinates and serves as lead for limited-term and ongoing marketing and outreach campaigns relative to the department's objectives, including, but not limited to the Warden Stamp campaign, scholastic archery program, sport shows, Hunter/Angler Update email newsletters, and other hunting, fishing, shooting sports and foraging campaigns. Duties include developing marketing plans, conducting public outreach, coordinating public meetings, giving presentations at schools, creating marketing materials, staffing booths at community events and festivals, deploying volunteers to conduct community education and outreach, writing and disseminating news releases, and |

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| 20% | <p>developing posters, videos, brochures and booth displays to educate the public about various issues related to wildlife and other natural resources.</p> <p>OPINION RESEARCH AND MARKETING ANALYTICS: Collects, analyzes and interprets marketing and outreach analytics, audience segmentation and messaging, and uses social, economic, demographic, and user-behavior data for statewide R3 marketing efforts. Manage the integration of data and trend forecasting into marketing efforts to increase the potential of more diverse hunting, fishing and shooting sports participation while maintaining or increasing retention levels.</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. Duties as assigned.</p> <p>Special Personal Characteristics: Capacity to act independently, open-mindedness, flexibility, and tact. Knowledge and experience participating in outdoor recreational activities such as hunting and fishing. Skills to efficiently and successfully integrate diverse people and activities to meet statewide R3 goals. Highly motivated to successfully implement R3 efforts. Ability to function well in a team setting working toward a common goal. The aptitude to see and understand mutually beneficial outcomes across teams of people while recognizing potential biases.</p> <p>Interpersonal Skills: The ability to navigate sensitive information with discretion. Must be able to communicate clearly and effectively about complex grant process with school administrators. The ability to positively message CDFW news, changes and opportunities to a diverse audience with tact.</p> <p>WORKING CONDITIONS:</p> <ul style="list-style-type: none"> • Work with staff statewide and external partners to complete work assignments. • Occasional travel required (may include flying, driving a state vehicle or personal vehicle). • Occasional weekends and non-traditional work hours may be required. • Ability to use a computer most of the day. • Involves sitting most of the time but may involve walking or standing for brief periods. • Attend meetings both virtually and in-person. • Ability to shoot archery equipment, with or without adaptive equipment, on uneven and unpaved ground. • Ability to work outside in diverse weather conditions. |

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

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| PRINT SUPERVISOR'S NAME Jen Benedet | 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.

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| PRINT EMPLOYEE'S NAME | EMPLOYEE'S SIGNATURE | DATE |
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