



Duty Statement

DIVISION		CLASSIFICATION	POSITION NUMBER (Agency-Unit-Class-Serial)
Delta Protection Commission		Information Officer I (Specialist)	539-101-5601-xxx
DISTRICT/HQ SECTION		WORKING TITLE	CBID
Delta Protection Commission		Information Officer I (Specialist)	R01
SECTOR/HQ UNIT		REPORTING LOCATION	INCUMBENT
		Yolo County	
STATE HOUSING (Check if applicable)			IMMEDIATE SUPERVISOR
<input type="checkbox"/> State Housing may be required.			Program Manager I
POSITION DESCRIPTION			
<p>Under the direction of the Program Manager I, the Information Officer I (Specialist) will serve as the communications and tourism marketing lead for the Sacramento-San Joaquin Delta National Heritage Area, the first and only National Heritage Area in California. The incumbent will guide development of a tourism branding and marketing plan, plan, coordinate, and implement tourism initiatives, and prepare effective written and visual communications about the Sacramento-San Joaquin Delta National Heritage Area. The work will involve extensive contact with federal, Tribal, state, and local government, Visit California and destination marketing organizations, the business community, community groups, and the NHA Advisory Committee and advisory task groups.</p>			
ALL EMPLOYEES ARE RESPONSIBLE FOR CONTRIBUTING TO AN INCLUSIVE, SAFE, AND SECURE WORK ENVIRONMENT THAT VALUES DIVERSE CULTURES, PERSPECTIVES, AND EXPERIENCES, AND IS FREE FROM DISCRIMINATION.			
ESSENTIAL FUNCTIONS:			
%	TASK/DUTIES		
45%	<ul style="list-style-type: none"> ▪ Guide development of the Sacramento-San Joaquin Delta National Heritage Area Tourism Branding and Marketing Plan in coordination with a consultant. ▪ Develop, create content for, and update the Visit CA Delta website, social media channels, and mobile app. ▪ Prepare writing portions of tourism marketing multimedia presentations and materials, including banners, brochures, flyers, merchandise, and printed and online advertisements. ▪ Assist Sacramento-San Joaquin Delta National Heritage Area partners with tourism marketing websites, social media, and materials. ▪ Research, compile, and analyze travel and tourism market data. 		
40%	<ul style="list-style-type: none"> ▪ Prepare external communication materials, such as articles, newsletters, presentations, press releases, and program materials, for websites, social media, print, and public displays. ▪ Work with a team on Sacramento-San Joaquin Delta National Heritage Area public information initiatives, including the multi-year American250 observance, the Delta Heritage Forum conference, interpretive signs, and Junior Ranger and passport programs. ▪ Act as part of a team that takes and curates photos and video of the Delta, Sacramento-San Joaquin Delta National Heritage Area and Sacramento-San Joaquin Delta National Heritage Area-related events for use in newsletters, websites, social media, and other documents and presentations. 		



Duty Statement

	<ul style="list-style-type: none"> Present to the NHA Advisory Committee, Communications and Marketing Advisory Task Group, and Heritage Development and Tourism Advisory Task Group on Sacramento-San Joaquin Delta National Heritage Area communications. Assist with remediation of documents and websites to ensure compliance with accessibility laws.
10%	<ul style="list-style-type: none"> Consult with staff and clients to assess event needs, including locations, materials needed, contracts, and other requirements. Plan and develop event schedule and promotional materials. Coordinate volunteers, speakers, and event materials. Attend community events to distribute collateral, build relationships, and represent the Sacramento-San Joaquin Delta National Heritage Area.

MARGINAL FUNCTIONS:

%	TASK/DUTIES
5%	<ul style="list-style-type: none"> Proactively seek areas of improvement and recommend solutions to leadership. Act as a DPC representative on working groups and committees, and at various meetings. Mentor student communications assistants as needed.

TYPICAL WORKING CONDITIONS

The duties of this position are primarily performed inside. This position requires prolonged sitting, and use of the telephone, personal computer, and copier. May be required to push, pull, or lift equipment and supplies weighing up to 25 lbs. or supervise their transport. Travel to remote areas of the Sacramento-San Joaquin Delta is required. Regular evening and weekend work is required. This position is eligible for telework, subject to State law and guidelines. Must maintain regular, consistent, and predictable attendance.

TELEWORK DESIGNATION:

This position is designated as telework eligible-remote centered and will be required to be in the office at least 2 days per week.

SPECIAL REQUIREMENTS:

Possession of a valid class "C" Driver's License is required.

The statements contained in this job description reflect general details as necessary to describe the principal functions of this job. It should not be considered an all-inclusive listing of work requirements. The incumbent of this position may perform other duties (commensurate with the classification) as assigned, including work in other functional areas to cover during absences, to equalize peak work periods, or to otherwise balance the workload.

SUPERVISOR STATEMENT:

I CERTIFY THIS DUTY STATEMENT REPRESENTS AN 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 (PRINT OR TYPE)	SUPERVISOR SIGNATURE	DATE

EMPLOYEE STATEMENT:

I CERTIFY I HAVE READ, UNDERSTAND, AND CAN PERFORM THE DUTIES OF THIS POSITION EITHER WITH OR WITHOUT REASONABLE ACCOMMODATION. I HAVE DISCUSSED THESE DUTIES WITH MY SUPERVISOR AND HAVE BEEN PROVIDED A COPY OF THIS DUTY STATEMENT.

EMPLOYEE NAME (PRINT OR TYPE)	EMPLOYEE SIGNATURE	DATE



Duty Statement