

## DUTY STATEMENT

EMPLOYEE NAME: \_\_\_\_\_ CURRENT DATE: 9/16/24  
CLASSIFICATION: Information Officer II (Supervisor) POSITION #: 673-010-5595-003  
DIVISION/OFFICE: Chair's Office CBID: SO1  
SECTION: Office of Communications  
SUPERVISOR'S NAME: Lys Mendez  
SUPERVISOR'S CLASS: CEA III

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I certify that this duty statement represents an accurate description of the essential functions of this position.

.....  
I have read this duty statement and agree that it represents the duties I am assigned.

\_\_\_\_\_  
*Supervisor's Signature*

\_\_\_\_\_  
*Date*

\_\_\_\_\_  
*Employee's Signature*

\_\_\_\_\_  
*Date*

.....  
**SPECIAL REQUIREMENTS OF POSITION (IF ANY):**

- Designated under Conflict of Interest Code.
- Duties performed may require annual physical.
- Duties performed may require drug testing.
- Duties require participation in the DMV Pull Notice Program.
- Requires the utilization of a 32-pound self-contained breathing apparatus.
- Operates heavy motorized vehicles.
- Requires repetitive movement of heavy objects.
- Works at elevated heights or near fast moving machinery or traffic.
- Performs other duties requiring high physical demand. (Explain below)

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**SUPERVISION EXERCISED (check one):**

- None
- Supervisor
- Lead Person
- Team Leader

FOR SUPERVISORY POSITIONS ONLY: Indicate the number of positions by classification that this position DIRECTLY supervises:

- 2 - Information Officer I
- 1 - TV Assistant (PI)

Total number of positions in Section/Branch/Office for which this position is responsible:

3

FOR LEADPERSONS OR TEAM LEADERS ONLY: Indicate the number of positions by classification that this position LEADS:

**MISSION OF SECTION:**

The Office of Communications is responsible for improving air quality by promoting the programs of the California Air Resources Board through public information, traditional media, digital media, publications, speakers bureaus, the website, and social media platforms. The responsibilities are in support of the statewide air pollution control and climate change programs.

**CONCEPT OF POSITION:**

This position will directly supervise two Information Officer I and one TV Assistant (PI) in the Creative & Social Media section specializing in design, video, photography, social media, and email marketing. This position reports directly to the Communications Director or Deputy Director. Responsibilities include management of the day-to-day work flow of the creative team in coordination with the Director and Deputy Director. The preferred incumbent will have proficiency in design, video, and social media. The supervisor will provide creative support and advice to the Director and Deputy Director, help develop creative strategies and solutions to promote CARB programs and policies, represent the Office of Communications in a professional and knowledgeable manner; and work cooperatively with CARB staff and external stakeholders.

**% Of Time      RESPONSIBILITIES OF POSITION**

35%--E      Supervise the creative team and handle all personnel and HR duties. Assist in developing subject matter experts within the areas graphic design, photography, videography and email marketing. Develop, provide, and recommend training to staff. Provide regular feedback and evaluations to staff. Build and maintain effective communication and working relationships. Lead, mentor, and develop staff to provide services to internal and external stakeholders. In coordination with the Communications Director and Deputy Director, develop and implement project management and job tracking tools, initiate personnel action requests, screen and hire new staff, plan and organize section activities, motivate and mentor personnel, and monitor accomplishments of staff to determine their effectiveness.

30%--E      Provide communication, visual communication, and social media support to all divisions at CARB. Write, edit and review a variety of content including press releases, presentations, marketing materials, and social media and web content. Execute on design assignments such as large reports, signage, uniforms and branding. Collaborate with program staff on high-level presentations for CARB leadership. Assist staff in developing web content, including strategizing and organizing

content and troubleshooting issues. Manage projects to furthering the CARB brand and modernize communication distribution channels through CARB's websites including content creation, branding, and email marketing system. Serve as final creative reviewer for brand consistency of CARB's outreach materials.

20%--E Supervise staff creating videos including storyboards, filming, editing and posting in coordination with Information Officers and program staff. Oversee graphic design, animation, and photography including creation of outreach materials, reports, and infographics and ensure rollout of final products. Support CARB's social media channels, including those run by contractors and program staff. Provide guidance to internal and external content creators, including with review and editing. Ensure appropriate use of the CARB brand and sub-brands. Review quality of internally and externally produced creative materials and products prepared by or through the Office of Communications. Elevate any items that need action and review by the Director and Deputy Director.

15%--E Administrative duties, training, event planning, and other general assignments in support of the Chair's Office.