

**CALIFORNIA STATE TREASURER'S OFFICE**

## POSITION DUTY STATEMENT

☐ PROPOSED☒ CURRENT

DIVISION OR BCA Executive Office					POSITION NUMBER (Agency-Unit-Class-Serial) 820-120-7500-002		Position ID 1
UNIT Executive Office					CLASSIFICATION TITLE CEA A		
TIME BASE / TENURE Full Time	CBID M01	WWG E	COI Yes <input type="checkbox"/> No <input checked="" type="checkbox"/>	MCR 1	WORKING TITLE Director of Communications		
LOCATION Sacramento					INCUMBENT		EFFECTIVE DATE
<b>STATE TREASURER'S OFFICE MISSION</b>							
<p>The State Treasurer's Office (STO) provides banking services for state government with goals to minimize banking costs and maximize yield on investments. The Treasurer is responsible for the custody of all monies and securities belonging to or held in trust by the state; investment of temporarily idle state and local government monies; administration of the sale of state bonds, their redemption and interest payments; and payment of warrants drawn by the State Controller and other state agencies. Moreover, the Treasurer chairs or serves on numerous boards and commissions throughout State Government primarily focused on the fiscal wellbeing of our State and it's people.</p>							
<b>COMMITMENT TO DIVERSITY, EQUITY, AND INCLUSION</b>							
<p>The California State Treasurer's Office (STO) is committed to building and fostering a diverse workplace. We believe cultural diversity, backgrounds, experiences, perspectives, and unique identities should be honored, valued, and supported. We believe all staff should be empowered. The STO is proud to foster inclusion and representation at all levels of the Department.</p>							
<b>DIVISION OR BCA OVERVIEW</b>							
BRIEFLY DESCRIBE THE DIVISION/UNIT FUNCTIONS							
<p>The Executive Office of the State Treasurer's Office formulates and develops policy and acts in an advisory capacity to the State Treasurer. The executive staff consists of Deputy Treasurers, Public Information Office, Legislative Coordinator, Legal Counsel and the heads of it's Divisions.</p>							
<b>GENERAL STATEMENT</b>							
BRIEFLY (1 OR 2 sentences) DESCRIBE THE POSITION'S ORGANIZATIONAL SETTING AND MAJOR FUNCTIONS							
<p>Under the direction of the State Treasurer and the Chief of Staff, provides direction and advice to the State Treasurer and the State Treasurer's Executive Staff on all internal and external communications, public relations, media and outreach issues. Responsible for the coordination and development of all talking points, speeches publications, reports, and news releases, and is the primary contact for communications for the State Treasurer.</p>							
% 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.						
25%	Staff specialist responsible for providing guidance, policy formulation and direction in relation to communications, public relations, outreach and multi-media related issues for the State Treasurer's Office programs; developing communications, digital, video and social media strategies; drafting press releases, op-eds, speeches, and message development; as an integral member of top management, provides advice and consultation to the State Treasurer on the media and public relations impact of departmental programs; ensures that public statements on program areas reflect the policies, goals and objectives of the Office.						
25%	Acts as spokesperson for the State Treasurer on all press related to the State Treasurer's financial programs; speaks before audiences on the State Treasurer's programs as required; coordinates public outreach related to the programs of the State Treasurer's Office targeting business and financial organizations, public interest groups, foundations, other public agencies, and other organizations; schedules meetings and speaking engagements for the State Treasurer and appropriate staff, and makes information and materials available to the public.						
20%	Develops educational and informational materials related to the programs of the State Treasurer's Office; creates a strong online media presence through a variety of channels including videos, webinars, websites and social media; on a national and state level, maintains relationships with top level media representatives of financial and banking sectors, editors and staff of media and financial/business publications, department directors, agency secretaries, and the Governor's Office on highly sensitive issues involving financing programs arranged by the State Treasurer which generate media and public interest.						

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15%	Arranges and coordinates editorial board meetings, as well as press interviews, including but not limited to: press conferences, podcasts, radio and television appearances, newsletter and magazine article placement and personal interviews for a wide range of publications and through digital communications;	
15%	Supervises staff performing communications, public relations, outreach and media related duties; maintains STO Library, speech file facts, database and other outreach related materials.	
<b>SPECIAL REQUIREMENTS</b>		
<b>N/A</b>		
<b>To be reviewed and signed by the supervisor and employee:</b>		
<b>EMPLOYEE'S STATEMENT:</b>		
<ul style="list-style-type: none"> <li>I HAVE DISCUSSED THE DUTIES AND RESPONSIBILITIES OF THE POSITION WITH MY SUPERVISOR AND RECEIVED A COPY OF THIS DUTY STATEMENT.</li> </ul>		
EMPLOYEE'S NAME (Print)	EMPLOYEE'S SIGNATURE	DATE
<b>SUPERVISOR'S STATEMENT:</b>		
<ul style="list-style-type: none"> <li>I CERTIFY THIS DUTY STATEMENT REFLECTS CURRENT AND AN ACCURATE DESCRIPTION OF THE ESSENTIAL FUNCTIONS OF THIS POSITION</li> <li>I HAVE DISCUSSED THE DUTIES AND RESPONSIBILITIES OF THE POSITION WITH THE EMPLOYEE AND PROVIDED THE EMPLOYEE A COPY OF THIS DUTY STATEMENT.</li> </ul>		
SUPERVISOR'S NAME (Print)	SUPERVISOR'S SIGNATURE	DATE