

DUTY STATEMENT

DGS OHR 907 (Rev. 09/2018)

☐ Current☒ Proposed

RPA NUMBER 27998	DGS OFFICE or CLIENT AGENCY CA Commission on the Status of Women & Girls	
UNIT NAME N/A	REPORTING LOCATION 925 L Street Suite 345 Sacramento, CA 95814	
SCHEDULE (DAYS / HOURS) Monday - Friday, 8:00 a.m. to 5:00 p.m.	POSITION NUMBER 329-001-4801-002	CBID S01
CLASS TITLE Staff Services Manager II (Supervisory)	WORKING TITLE Director of Communications	
PROPOSED INCUMBENT (IF KNOWN)	EFFECTIVE DATE	

CORE VALUES / MISSION ☐ Rank and File ☐ Supervisor ☐ Specialist ☐ Office of Administrative Hearings ☒ Client Agency

The Commission on the Status of Women and Girls (CCSWG) works in a culturally inclusive manner to promote equality and justice for all women and girls by advocating on their behalf with the Governor, the Legislature and other public policymakers, and by educating the public in the areas of economic equity including educational equity, access to health care, reproductive choice, racial justice, violence against women and other key issue areas identified by the Commission as significantly affecting women and girls.

POSITION CONCEPT

Under the general direction of the Executive Director, the Staff Services Manager (SSM) II (Supervisor) serves as the Communications Director and is an executive staff member participating in high-level planning decisions for the CCSWG. The Communications Director spearheads the CCSWG communications strategy for stakeholders and public outreach, provides political advice, crisis communication, and message development.

SPECIAL REQUIREMENTS ☒ Conflict of Interest ☐ Medical Evaluation ☐ Background Evaluation ☐ Background Evaluation FTB ☐ Office Technician (Typing)
Conflict of Interest

This position is designated under the Conflict of Interest Code. The position is responsible for making or participating in the making of governmental decisions that may potentially have a material effect on personal financial interests. The appointee is required to complete Form 700 within 30 days of appointment. Failure to comply with the Conflict of Interest Code requirements may void the appointment.

ESSENTIAL FUNCTIONS

PERCENTAGE	DESCRIPTION
40%	Oversees and coordinates the work of the Commission's communications deliverables, oversees the work of two full-time staff, and student assistants. Manages public relations and media preparation for the Executive Director and Commissioners as needed. Write or review text and materials for speeches, testimony, press releases, social media, and office websites. Serve as the communications subject matter expert. Coordinate media relations, marketing, public awareness campaigns, speeches, presentations, collateral materials and event promotion including leveraging digital, print, radio, and traditional media. Oversee the development, optimization, and publishing of high-quality content across the Commission (print and digital) that adhere to web governance and brand standards, including web content, reports, brochures, informational fact sheets, campaign talking points, annual reports, newsletters and other public materials. Develop and oversee new initiatives to enhance the Commission's communications efforts. Establish cooperative working relationships with the news media and other public stakeholder groups, and respond to issues raised by the media, in order to promote CCSWG initiatives and to ensure accurate and timely monthly communications report for the Commission, in accordance with State of California Executive Branch press and policy processes. Under the direction of the Executive Director, oversees all Commission strategic communications, media relations, content creation, community engagement, and reputation management.

DUTY STATEMENT

DGS OHR 907 (Rev. 09/2018)

☐ Current☒ Proposed**ESSENTIAL FUNCTIONS**

PERCENTAGE	DESCRIPTION
30%	Leads and manages all Commission writing, including speechwriting, speaker talking points, reports, policy briefs, press statements, and other communications. Develops clear, compelling, and strategic messaging that aligns with the Commission's mission, ensuring consistency and professionalism across all written materials. Collaborates with leadership and stakeholders to craft content that effectively informs, engages, and influences key audiences. Reviews all communications materials before submission to the Executive Director for approval and distribution.
15%	Manages special projects as assigned by the Executive Director, collaborating with program and administrative leadership and staff on messaging for implementation of new policies and programs, partner events, hosted events, and providing direct input toward the development of the CCSWG's mission, policies, procedures, strategic planning and goals in order to ensure the Commission continues its work to operationalize a broad mandate.
10%	Oversees relationships with external media, state departments, and state officials to enhance the Commission's visibility and impact. Serves as the designated spokesperson in the event the Executive Director is unavailable, managing media inquiries, public statements, and strategic communications efforts. Works with Executive Director to fulfill Public Records Act requests by researching and providing appropriate information to stakeholders, in order to comply with applicable Public Records Act laws and requirements.

MARGINAL FUNCTIONS

PERCENTAGE	DESCRIPTION
5%	Performs other job-related duties as required.

WORK ENVIRONMENT AND PHYSICAL REQUIREMENTS

This position may be eligible for a hybrid telework option. In accordance with the California Commission on Status of Women & Girls Telework Policy. This position will be required to report to the office as needed/required based on the operational needs of CCSWG. The successful candidate must reside in California upon appointment.

Required to travel throughout California for educational and outreach events up to 20%.

You are a valued member of the department's team. You are expected to work cooperatively with team members and others to enable the department to provide the highest level of service possible. Your creativity and productivity are encouraged. Your efforts to treat others fairly, honestly and with respect are important to everyone who works with you.

I have discussed with my supervisor and understand the duties of the position and have received a copy of the duty statement.

EMPLOYEE NAME	EMPLOYEE SIGNATURE	DATE SIGNED
---------------	--------------------	-------------

I have discussed the duties of the position with the employee and certify the duty statement is an accurate description of the essential functions of the position.

SUPERVISOR NAME	SUPERVISOR SIGNATURE	DATE SIGNED
-----------------	----------------------	-------------