



DUTY STATEMENT

POSITION INFORMATION

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| Classification Title | Staff Services Manager I (Supervisory) |
| Position Number | 415-001-4800-003 |
| CB Identifier | S01 |
| Working Title | Communications Manager |
| Division / Unit | Policy & Outreach / Communications |
| Incumbent Name | TBD |
| Working Location | Auburn, CA |
| Supervisor/Manager | Brittany L. Covich, Policy & Outreach Division Chief |
| Tenure | Permanent, Full-time |
| Effective Date | TBD |
| Conflict of Interest Filing (Form 700) required for this position. | Yes |

All employees are expected to work cooperatively with others; maintain regular, consistent, and predictable attendance; and possess integrity, initiative, dependability, and good judgement.

GENERAL DESCRIPTION

The reporting location for the Communications Manager (SSM I) position is at the Sierra Nevada Conservancy (SNC or Department) headquarters office in Auburn. Working under general direction of the SNC's Policy & Outreach Division Chief, the SSM I acts as the project manager and first-line supervisor in initiating, developing, and implementing programs and projects across the Sierra Nevada Region. The SSM I performs as a highly skilled subject matter expert, assessing and developing departmental activities and acting as the Department's spokesperson, with the ability to act authoritatively as the manager of Communications programs. The SSM I supervises the Communications Unit which is responsible for developing and implementing SNC's communications, media relations, and public outreach and education programs across the Region. The position requires flexible work hours and frequent travel throughout the Sierra Nevada Region.

JOB FUNCTIONS

(E=Essential / M=Marginal Functions)

25% (E) – Communications

Supervises staff in developing and implementing the SNC's projects and programs to reach Strategic Goals in the areas of Healthy Watersheds and Forests, Resilient Sierra Nevada Communities, Strategic Land Conservation, Vibrant Recreation and Tourism, and Impactful Regional Image development through the Department's communications, media relations, and public outreach programs.

- Provides leadership and guidance in developing, implementing, adjusting, and assessing the SNC's annual Communications Plan to carry out its media, promotional, and public information activities to meet SNC's Strategic Goals.



- Advises SNC's management team on communications strategies and messages relating to key policy issues affecting the SNC and its programs.
- Provides guidance in developing materials and presenting recommendations to the Governing Board; makes presentations to the Governing Board and at stakeholder forums and meetings. Assists SNC Governing Boardmembers on communications related activities.
- Oversees staff in organizing and developing the SNC's formal publications and annual report, from initial design to printing, for both internal and external distribution; the provision of graphic design, video, and photography services (audio/visual materials, still photography), the preparation of speeches and talking points, and script writing.

25% (E) – Staff Management and Personal Development

Plans, organizes, and supervises the work of professional and technical staff in meeting the objectives of SNC's communications programs. Provides technical direction to the Communications staff, communicates program goals and objectives, makes recommendations, and sets priorities in coordination with the Department's Strategic Plan and governing statutes. Participates in personal development and skill-building training.

- Oversees staff in the development and ongoing operation of established programs.
- Conducts staff meetings.
- Reviews staff recommendations, proposals, and project-related work products.
- Participates in employee recruitment, selection, and retention efforts. Assesses training needs; trains and coaches staff.
- Provides employee evaluations.
- Addresses employee discipline, grievance, and other labor relations or sensitive issues.
- Seeks out and successfully completes training to strengthen technical, supervisory, and leadership skills.

15% (E) – Media Relations/Public Relations

Supervises staff in the development, organization, recommendation, and administration of all SNC media outreach and response programs.

- Provides leadership and guidance in preparing communication materials and facilitating SNC's response to media and public inquiries; drafts news releases, facts sheets, public service announcements, background materials, website and social media content and correspondence.
- Develops and maintains working relationships with news media and conducts outreach to news media on a continuous basis.
- Oversees staff in responding to public or media inquiries; independently handles the most complex, difficult, or sensitive issues.

15% (E) – Public Outreach/Education, Web Services, and Social Media

Supervises staff in the development, organization, recommendation, and administration of all SNC public outreach, education, and social media programs.

- Evaluates and analyzes staff recommendations on the extent of public understanding of the programs administered by SNC and determines the need for further education activity.
- Provides guidance in developing SNC's educational materials and outreach and social media strategies for the Region and state.
- Facilitates website updates to improve communications and outreach effectiveness; provides guidance to SNC Webmaster.
- Oversees development and implementation of an effective and responsible public outreach program for SNC and its partners which include educational institutions; non-profit organizations; tribal organizations, and local, state, and federal government representatives throughout the Region. Develops special channels for reaching and influencing specific target groups.

15% (E) – Cross-Departmental Coordination

Coordinates with other SNC managers to ensure that programs developed effectively work together to implement the Sierra Nevada Watershed Improvement Program (WIP) as expressed through the Strategic Plan.

- Works with other Policy & Outreach staff and managers on development and implementation of Communications programs, emerging policy and legislative needs, trends, and strategies for increasing community resilience and development of new partnerships, and application of new science and development of new GIS/Mapping tools to fully and strategically implement the WIP across the Region.
- Works with Field Operations Unit and executive management to identify key opportunities to publicize SNC's initiatives, accomplishments, and mission.
- Works with Administrative Services staff and Division Chief to ensure Communications Unit activities are compliant with legal and administrative requirements, ensure that the unit's administrative needs are understood and being met, and provide input needed to respond to audits and other administrative requests from various state control agencies.

5% (M) – General Communication and Miscellaneous Activities

Attends and presents at Governing Board meetings; reviews staff reports; and maintains content of assigned webpages. Coordinates development and implementation of communications materials, annual report, progress reports, and updates to SNC staff and Governing Board.

Responds to general calls and emails; complies with administrative reporting requirements (e.g., completion of timesheets, travel expense claims, training requests, individual development plans); participates in required trainings.

SUPERVISION RECEIVED

The SSM I is supervised by the Field Operations & Grants Division Chief (SSM II).



SUPERVISION EXERCISED

The SSM I supervises technical and professional staff in classifications such as Staff Services Analyst, Associate Governmental Program Analyst, and Conservancy Project Development Analyst.

ATTENDANCE

Must maintain regular and acceptable attendance at such level as is determined at SNC's sole discretion. Must be regularly available and willing to work the hours SNC determines are necessary or desirable to meet its business needs. Must travel to SNC field offices, grant sites, Sacramento, and other sites as required.

REQUIRED KNOWLEDGE, SKILLS, AND ABILITIES (from Class Specifications)

Knowledge of: principles, practices, and trends of public and business administration, management, and supportive staff services such as accounting, personnel, management analysis; government functions; and organization.

Ability to: reason logically and creatively and utilize a variety of analytical techniques to resolve complex governmental and managerial problems; develop and evaluate alternatives; analyze data and present ideas and information effectively both orally and in writing; consult with and advise administrators or other interested parties on a wide variety of subject-matter areas; gain and maintain the confidence and cooperation of those contacted during the course of work; review and edit written reports, utilize interdisciplinary teams effectively in the conduct of studies; manage a complex Staff Services program; establish and maintain project priorities; develop and effectively utilize all available resources; and effectively contribute to the Department's affirmative action objectives.

OTHER INFORMATION

Incumbent must possess good communication skills; use good judgment in decision-making; exercise creativity and flexibility in problem identification and resolution; manage time and resources effectively; have the ability to act independently; be open-minded, flexible, tactful; and be responsive to SNC management needs.

WORK ENVIRONMENT

The duties of this position are performed primarily indoors in a modern office environment. The incumbent's workstation is equipped with standard or ergonomic office equipment, as appropriate. Prolonged sitting, use of telephone, personal computer, and copier are required. Travel is required (including driving or riding in a vehicle) and may require incumbent to be outdoors, occasionally walking on uneven terrain and working in inclement weather when required to attend site visits. Incumbent must work well under pressure, meeting multiple and sometimes conflicting deadlines. Occasional lifting, carrying, and/or moving up to 25 pounds may be required.

TELEWORK ELIGIBILITY AND EXPECTATIONS

This position is eligible for telework, unless otherwise noted by duty. Any approved alternate work location and specific working schedule must be documented on the SNC Telework Agreement (STD 200). All telework agreements are developed under and subject to the conditions and criteria established in the SNC Telework Program Policy (HR-02).



All SNC positions may be subject to 100 percent teleworking if ordered under emergency circumstances, which may be issued or rescinded without notice.

EQUAL EMPLOYMENT OPPORTUNITY (EEO) STATEMENT

All SNC employees are expected to conduct themselves in a professional manner that demonstrates respect for all employees and others they come in contact with during work hours, during work-related activities, and anytime they represent the Department. Additionally, all SNC employees are responsible for promoting a safe and secure work environment free from discrimination, harassment, inappropriate conduct, and retaliation.

Duties of this position are subject to change and may be revised as needed or required.

EMPLOYEE ACKNOWLEDGEMENT

I have read and understand the duties listed above and I can perform these duties with or without reasonable accommodation. (If you believe reasonable accommodations are necessary, discuss your concerns with the hiring supervisor/manager. If unsure of a need for a reasonable accommodation, inform the hiring supervisor/manager, who will discuss your concerns with Human Resources.)

Employee Printed Name _____

Employee Signature _____

SUPERVISOR ACKNOWLEDGEMENT

I have discussed the duties of this position with, and have provided a copy of this duty statement to, the employee named above.

Supervisor Printed Name _____

Supervisor Signature _____