



State of California
California Energy Commission
DUTY STATEMENT
CEC-004 (Revised 4/2024)

Classification(s): Information Officer I (Specialist)

Working Title: Digital Media Specialist

Position Number: 535-180-5601-001

Division/Branch or Office: Small Offices, Media & Public Communication Office, Brand Strategy Branch

Collective Bargaining Identifier (CBID): R01

Work Week Group (WWG): WWG 2

Date Approved: November 12, 2025

Conflict of Interest (COI): ☐ Yes ☒ No

If yes, this 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, which identifies pertinent personal financial information.

Job Description

Under the direction of the Multimedia Unit Supervisor in the Media and Public Communications Office (MPCO), the incumbent will perform the more difficult professional and technical tasks associated with the conduct of a comprehensive program to inform the public of the activities and objectives of a State agency. The incumbent serves as a key member of the multimedia team and is responsible for the concept, development, and production of digital video content and multimedia projects in support of the California Energy Commission's (CEC) media and public communication priorities. The incumbent will independently develop digital content, including videos, motion graphics, and appropriate messaging for target audiences that can be shared through various digital channels, platforms, and devices, while ensuring brand compliance and consistency. Projects include news/informational and promotional digital videos for CEC social media platforms, web, mass email, and internal and external partner use. The incumbent will have a strong understanding of audience behavior and needs on digital platforms, and engaging and appropriate messaging and visuals.

Essential Duties

- 35% Plans, writes, edits, and otherwise prepares more complicated information material for dissemination through all major means of communication to support policy implementation and evaluation. Assume primary responsibility for the development of digital video and multimedia products for public distribution in support of CEC priorities and programs utilizing a variety of digital hardware and software. Serve as project manager for digital video and multimedia projects. Research, analyze, and compile appropriate programmatic information and data for the purpose of developing digital video and multimedia content, messaging, and scripts. Projects may also include creating digital animations, motion graphics, digital still photography, and other visual communications materials to support news releases, media events, and social media campaigns produced by the MPCO. Ensure consistency of digital video and multimedia communications of the agency.
- 25% Work with internal and external stakeholders and other state energy agencies to coordinate efforts, amplify our work, and leverage third-party messengers to champion our initiatives. Develop key messages, narratives, and frame issues in a way that generates quality engagement, allows us to shape public perception, get ahead of the issues, and respond to criticism. Analyze and gather programmatic information and data for potential digital video and multimedia projects and meet with subject matter experts to determine digital video and multimedia product needs.
- 20% Collaborate and confer with MPCO management, Creative Services staff, and Information Officers from the Media Relations Branch to ensure digital video and multimedia strategy, content, and messaging meets the needs of target audiences and is suitable for digital platforms.
- 15% Develop and annually evaluate digital video and multimedia strategy and advise the Multimedia Unit Supervisor on best practices and approaches to effectively reach target audiences. Develop project proposals and provide recommendations regarding digital video and multimedia efforts that support CEC policy and programmatic priorities to the Multimedia Unit Supervisor and CEC leadership. Serves as an expert in the area of CEC digital video and multimedia methods, development, and production. Conducts ongoing research and maintains awareness of emerging digital video, multimedia, and web development methodologies and best practices, evolving industry trends, and standards. Evaluates their feasibility as part of future strategies.

Marginal Duties

- 5% Perform other duties as required, consistent with the specifications of the classification.



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Working Conditions

The CEC supports a hybrid workplace model with office-based and remote-centered workers. Limited in-person attendance and occasional travel may be required based on the needs of the division. Regular and consistent attendance is essential to successful performance. This position is remote-centered, which means the incumbent works 50 percent or more of their time from an alternate work location.

Diversity and Inclusion Statement

Serving all Californians, the CEC embodies diversity, equity, and inclusion, and has taken an active and meaningful role in creating an environment that enables each employee to thrive.

Employee's Acknowledgement: I certify that I am able to perform, with or without the assistance of a reasonable accommodation, the essential duties of this position.

Employee's Name (Print): _____

Employee's Signature: _____ **Date:** _____

Supervisor's Acknowledgment: I certify this duty statement represents a current and accurate description of the essential functions of this position. I have discussed the duties of this position with and provided the above-named employee a copy of this duty statement.

Supervisor's Name (Print): _____

Supervisor's Signature: _____ **Date:** _____