

**CALIFORNIA DEPARTMENT OF TRANSPORTATION  
DIVISION OF PUBLIC AFFAIRS  
POSITION DUTY STATEMENT**

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|--|--|-------------------------------|
| <b>CLASSIFICATION TITLE</b><br>Director Television Communications Center<br>Supervisor | <b>DIVISION/OFFICE</b><br>D95 / Division of Public Affairs |                               |
| <b>WORKING TITLE</b><br>Photography and Audio-Visual Media<br>Supervisor               | <b>POSITION</b><br>900-095-5694-924                        | <b>EFFECTIVE</b><br>July 2014 |

**As a valued member of the Caltrans team, you make it possible for the Department to provide a safe, sustainable, integrated, and efficient transportation system to enhance California’s economy and livability. Caltrans is a performance-driven, transparent, and accountable organization that values its people, resources and partners, and meets new challenges through leadership, innovation and teamwork.**

***GENERAL STATEMENT:***

Under the general direction of the Information Officer II, the incumbent will manage, organize, direct and evaluate a comprehensive photography, television and audio-visual program to inform stakeholders and the public of the activities and objectives of the Department. The incumbent is the recognized authority for photography, audio-visual equipment, and video production for the Department and is responsible for developing photographic and visual-media communication strategies to communicate the Director’s and Governor’s administrative policies to a diverse audience, both internally and externally. Typical tasks include but are not limited to the following:

***TYPICAL DUTIES:***

|               |                 |
|---------------|-----------------|
| Percentage    | Job Description |
| Essential (E) | Marginal (M)    |

- 50% (E) The incumbent plans, organizes, assigns, and directs the activities of staff performing technical and professional work in-house producing photographs, videos, multimedia, and live productions. Manages the performance of a full range of complex technical and professional photography and video production work, including creative development, scheduling, reviewing technical reports and video scripting, scanning, editing and file preparation, site selection for shoots, and operation of specialized equipment. The incumbent organizes production schedules and staff to ensure deadlines are met. Oversees live and post production processing for video and photography. Develops content and concept for projects and utilizes evaluation methods to ensure that produced messages/programs accurately reflect and communicate the Department’s activities, policies, procedures, mission, vision and strategic goals to internal and external stakeholders and to ensure a consistent message of the Department’s public relations goals. The incumbent proposes guidelines and develops procedures for implementing the use of television and photographic

communications media throughout the State and trains others in proper production techniques. The incumbent will plan, organize, and perform the most technical, creative and professional work required in producing videos and digitized photos for various Departmental and Agency needs.

- 25% (E) The incumbent will supervise the Headquarters' Photography, Audio-Visual equipment, and Video production functions and provides technical and functional guidance and/or direction to district counterparts. The incumbent will provide mentoring, leadership and guidance to staff, schedule work assignments, set priorities and direct the work of staff, making adjustments as necessary due to changing priorities. The incumbent prepares and oversees performance appraisals, utilizes progressive discipline, and takes corrective action when work performance problems arise. Participates in selection interviews and hiring decisions, and provides access to specialized training and provides guidance as needed to develop staff. Identifies and maintains specialized equipment needs, negotiates specialized photography and audio-visual contracts and may prepare scope of work proposals. Oversees and manages photographic and audio-visual equipment inventory. The incumbent supervises the maintenance and storage of files, film negatives, contact sheets, and the on-line Photo Log, and provides direction and guidance in the maintenance and restoration of historical photos, negatives, film, and videos.
- 15% (E) Will work closely with the districts and divisions to coordinate the development and script preparation and overall production of the "On The Job With Caltrans" vignette series featuring Caltrans workers and the various jobs they perform, as well as other video productions. The incumbent coordinates the production of the Director's Video including scheduling, script preparation, shooting, setup and posting on the Department's webpage.
- 10% (E) Other duties as may be appropriate for a Director Television Communications Center Supervisor. May act in the absence of the Information Officer II.

### ***SUPERVISION EXERCISED OVER OTHERS***

The incumbent provides first line supervisory responsibilities over Photographers, an Audio Visual Equipment Technician and a Television Specialist. Incumbent may provide direction and/or guidance to Retired Annuitants and/or Student Assistants/Volunteers.

### ***KNOWLEDGE, ABILITIES AND ANALYTICAL REQUIREMENTS***

The incumbent must have broad and extensive knowledge of television communications production and direction and have the ability to strategically and accurately convey Departmental policies, practices and procedures to a broad audience. The incumbent must have the ability to train others in proper production techniques including videotaping, operation teleprompter, sound recording, editing, staging, lighting, directing talent and set design for in-house and on-location

productions. The incumbent must be knowledgeable of Material Safety Data Sheets, traditional and digital photographic methods, techniques, supplies and equipment used in photographic processing. The incumbent must be a proficient project manager and utilize and capitalize on the resources of the Department to develop and implement communication projects. The incumbent must have the ability to plan and direct a comprehensive television, photographic, and audio-visual program.

The incumbent must have some knowledge of basic Information Technology practices as it relates to networking, security, network distribution and network functions. Must have the ability to capture, edit, and convert audio or video streams online for distribution such as YouTube, TV Eyes, and various news sites. Must have the ability to plan, organize and performs the most technical, creative and professional work required to produce various webcasts for internal and external stakeholders. The incumbent must have the ability to supervise the maintenance and storage of files, negatives, contact sheets, and manage photographic and video equipment, and on-line photo library. The incumbent must be familiar with the Department's historical photographs, negatives, film and videos and have the technical knowledge to ensure the safe preservation and maintenance of these historical items for future generations.

The incumbent must have the ability to effectively coordinate with various levels of management and staff, both in person and through written and oral communication. Must have the ability to develop and maintain effective working relationships and work cooperatively with others and to respond to inquiries from management and internal and external customers in a timely and effective manner.

The incumbent must have a thorough understanding of the Department's organizational structure and the relationships between various functions in Headquarters and the Districts and be knowledgeable of the Department's mission, goals, and programs. The incumbent must be able to assimilate and evaluate technical and procedural input from various sources, develop alternative courses of action and make objective recommendations on all issues relating to this position.

The incumbent must have the ability to exercise leadership and motivate staff; analyze data and present ideas and information effectively, both verbally and in writing; and consult with and advise managers, supervisors, administrators, or other interested parties. The incumbent must have the ability to multi-task, adapt to changes in priorities, and complete tasks with short notice. The incumbent must be able to manage and resolve conflicts and disagreements in a positive and constructive manner to minimize negative impact and maintain a high level of professional integrity.

The person in this position must have the ability to supervise and direct the workload of staff working to meet critical deadlines. The incumbent must ensure a productive and safe work environment, provide staff the necessary guidance to perform their jobs, keep abreast of new policies and procedures that impact their assigned work, and encourage staff to improve processes, offer innovative solutions and take risks. Hire qualified staff to provide timely delivery of services and/or products. Trains, develops, mentors and disciplines staff and uses objective criteria when dealing with performance, and/or operational issues.

The incumbent must reason logically and creatively; utilize a variety of analytical techniques to resolve complex problems and develop responses on a wide variety of complex media and public relation communication issues. The incumbent needs to recognize opportunities to eliminate unnecessary procedures and recommend innovative and effective options that conserve resources and more efficiently achieve program goals. The incumbent must be able to initiate, plan, develop, evaluate existing systems and recommend and support changes to management.

The incumbent must be able to judge work quality and performance; interpret departmental policy and determine appropriate action to be taken; prepare complete and comprehensive reports, letters, and articles; make effective presentations, use good judgment for analysis of resource requirements; be able to coordinate effectively with all levels of management and employees.

### ***CONSEQUENCE OF ERROR/RESPONSIBILITY FOR DECISIONS***

The incumbent is responsible for independent action and initiative in developing and/or delivery of photographic, television, and audio-video services. The incumbent makes decision and recommendations on various confidential, politically sensitive and complex photographic, television, and audio-visual issues and is responsible for ensuring that the Department's message is appropriately communicated to the media, stakeholders, and the general public. Errors in judgment could result in grave repercussions, including lawsuits and substantial criticism to the Department, CalSTA, and the Governor's Office from the media and the public. Failure to address issues could compromise the health, safety and well-being of staff; precipitate unfair labor practice charges or lawsuits against the Department; waste State resources; or create negative publicity for the Department and negatively impact the ability of staff to perform their duties and meet the operational needs of the Department..

### ***PUBLIC AND INTERNAL CONTACTS***

The incumbent has a wide variety of public contact with Headquarters' and district staff at all levels, private industry, other governmental agency representatives, CalSTA, the Governor's Office, the media and general public. He/she must be able to address photographic, television, and video issues and questions from all requestors, both within and outside Caltrans.

The incumbent may arrange for, participate in, and where appropriate, represent the Division of Public Affairs at meetings in regards to photographic, television, or audio-visual issues.

### ***PHYSICAL, MENTAL AND EMOTIONAL REQUIREMENTS***

The incumbent must exhibit professionalism and self-assurance in the middle of fast-paced and sometimes chaotic conditions. The incumbent may be required to sit for long periods of time using a keyboard/mouse and video display monitor, or while attending meetings. The incumbent must be able to use fine manipulation and/or simple grasping during the course of their workday. Some walking, lifting, bending, and reaching will be required. Travel throughout the state may be required. The incumbent must be able to lift, carry, and handle photographic and video equipment weighing up to 50 pounds.

The incumbent must have the ability to multi-task, adapt to changing priorities, and complete tasks or projects with short notice. The incumbent formulates effective strategies consistent with current business trends and develops new insights into situations and applies innovative solutions to make organizational improvements and is willing to take risks and initiate actions that involve deliberate risk to achieve a recognized benefit or advantage. Must be able to communicate in English and may be required to make presentations, facilitate meetings, lead workshops, and serve on quality teams.

The incumbent creates a work environment that encourages creative thinking and innovation and sustains an organizational culture which encourages and enables others to provide the quality of service essential to high performance. The incumbent must have the ability to adapt behavior and work methods in response to new information, changing conditions or unexpected obstacles. The incumbent must have the ability to develop and maintain cooperative, collaborative working relationships and recognize emotionally charged and/or sensitive issues/problems and handle them effectively and appropriately. The person in this position must have the ability to supervise and direct the workload of staff working to meet critical deadlines. The incumbent behaves in a fair and ethical manner toward others and demonstrates a sense of responsibility and commitment to public service. Values cultural diversity and other individual differences in the workforce and ensures that the organization builds on these differences and that all employees are treated fairly and equitably.

***WORK ENVIRONMENT***

While at their base of operation, employee will work in a climate-controlled office under artificial lighting. However, due to periodic problems with the heating and air conditioning, the building temperature may fluctuate. Incumbent must be able to travel using a car or commercial transportation. The work environment is fast-paced, busy and requires considerable flexibility in managing time, priorities, and assignments. It can be demanding and/or stressful. Some after hours work may be required.

I have read, understand and can perform the duties listed above. If you believe you may require accommodation, please discuss this with the hiring supervisor.

\_\_\_\_\_  
Employee Name (please print)

\_\_\_\_\_  
Employee Signature & Date

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

\_\_\_\_\_  
Supervisor Name (please print)

\_\_\_\_\_  
Supervisor Signature & Date