

**CALIFORNIA DEPARTMENT OF TRANSPORTATION
DUTY STATEMENT**

CLASSIFICATION TITLE Staff Services Manager I	DISTRICT/DIVISION/OFFICE 04/Administration/Business Management	
WORKING TITLE Branch Chief, Audio-Visual, Graphics & Reprographics	POSITION NUMBER 904-069-4800-XXX	EFFECTIVE

As a valued member of the Caltrans team, you make it possible for the Department to improve the mobility across California by being innovative and flexible; reporting to work regularly and on time; working cooperatively with team members and others; and treating others fairly, honestly and with respect. Your efforts are important to each member of the team, as well as those we serve.

GENERAL STATEMENT: Under the direction of the Office Chief, Business Management, SSMIII, the incumbent has overall responsibility for the planning, organizing and supervising of staff in the development of visual and illustrative services with various media methods, which includes the printing and publication of all materials.

TYPICAL DUTIES:

Percentage
Essential (E)/Marginal (M)¹
50 % (E)

Job Description

Audio-Visual/Graphics Services – Consults with District Management and project staff to determine needs. Provides and recommends alternative techniques and presentation media methods to convey project message to achieve objectives. Responsible for the creation and preparation of computer-generated graphics, artistic renderings, scale models, power point show presentations, brochures/pamphlets, bulletins, maps and other graphic aids. Ensures that the aesthetic qualities of materials are of optimal quality. Manages a staff that produces a wide range of materials (large displays and exhibits along with handout materials) which graphically depict and explain engineering plans, concepts and theories for public hearings which includes the general public, local agencies and legislators. Supervises the creation and production of a wide range of videos and motion pictures used by the District including the documentation of events and significant projects for historical and legal use, creation of informational videos for public relations and training, and recording the use of new equipment or techniques. Provides consultation on video applications, equipment purchases and installation along with the latest updates on technology in the multimedia area. Works as part of an integral team which consists of Project Development, Environmental Planning, and External Affairs for the public hearing process. Assists other Districts and Headquarters with special projects as required by the Director’s Office and occasionally the Governor’s Office.

45% (E) Reprographics – Manages a Reprographics Unit, which provides the full range of copying and printing services. Provides services that include high-speed duplication in black and white/color; bindery and finishing; size enlargement and reductions; front-to-back (duplex) printing; and converting photographic images to digital printing.

5% (M) District Intranet Site – Organizes and directs the development and production of the District’s Intranet with site organization and management. Provides design consultation to External Affairs for the District’s Internet site. Provides advice and training on Web tools and the creation of graphic pages. Assists in the development of standards and provides District oversight for appropriate materials for the District’s Intranet.

SUPERVISION EXERCISED OVER OTHERS

Supervises a variety of audio-visual, graphic and reprographic classes and Associate Governmental Program Analysts / Staff Services Analysts.

KNOWLEDGE, ABILITIES AND ANALYTICAL REQUIREMENTS

Requires knowledge of current practices and equipment in the design, creation and preparation of a wide variety of visual mediums including video production, photography and computer imaging. Requires the ability to work independently; to plan and direct the work of others; to reason logically and creatively; to use a variety of tools to resolve complex problems; to develop and evaluate alternatives; and to exercise sound independent judgment within established policy and procedures. Must have the ability to act independently with an open mind and tact and be flexible. Must be able to analyze situations quickly and accurately to take an effective course of action.

Incumbent must possess excellent communications and analytical skills, including the ability to communicate clearly, both verbally and in writing, with all levels of employees. Must maintain cooperative working relationships and possess the ability to compromise. Works as an intermediary between various functions and provides unbiased recommendations. Must be able to make oral presentations, prepare comprehensive reports and have an understanding of other disciplines.

CONSEQUENCE OF ERROR / RESPONSIBILITY FOR DECISIONS

Poor judgment or errors could cost the State substantial money and time and cause inconvenience. Inaccurate planning may cause increased operations costs, serious inconvenience and possible loss of time that would delay projects. Poor judgment and decisions could result in the criticism of the Department by legislators, local agencies, vendors, contractors, and the public. Misinforming the public would reflect negatively on the District and the Department.

PUBLIC AND INTERNAL CONTACTS

The incumbent has frequent contact with Caltrans management, executives and employees Statewide, other State agencies, the public, and outside vendors.

