

POSITION DUTY STATEMENT

PM-0924 (REV 7/2014)

CLASSIFICATION TITLE STAFF SERVICES MANAGER I	OFFICE/BRANCH/SECTION DIVISION OF EXTERNAL AFFAIRS	
WORKING TITLE STAFF SERVICES MANAGER I	POSITION NUMBER 907-003-4800-XXX	EFFECTIVE DATE

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 Deputy of External Affairs, the SSM I is responsible for a complex operation with exposure to multiple divisions, headquarters, and local partners, to ensure that the public image of the department is presented in keeping with the department's mission. The SSM I plans, organizes, supervises and directs the work of technical staff engaged in the development of the department's collateral material. This material can be produced in a wide range of media including print, video, and electronic media. Product from this department will be used and distributed to the General Public; the News Media; the California Legislature; Local Partners; as well as internally at Caltrans. In addition, the SSM I is responsible for managing and directing the fiscal and staff support services for the D07 Division of External Affairs. As travel is required in this position, a valid Class 'C' Driver's License is desirable.

TYPICAL DUTIES:

Percentage	Job Description
Essential (E)/Marginal (M) ¹ 30% E	<p>The SSM I is responsible for managing and directing the fiscal and staff support services for the D07 Division of External Affairs. Specifically, the incumbent will: Monitor and control expenditures, develop strategic alternatives to budget, recommend and direct budgetary actions and interact with external agencies and Headquarters divisions. Review and authorize expenditures for service contracts, material, and other operating expenses. Ensure proper accounting coding for expenditure, and proper charging practices are adhered to in the division. Ensure proper encumbrance for the payment of future obligations. Ensure personnel years (PYS) and allocations are not exceeded or under utilized. Resolve payment of bills issues with all parties. Oversee the telecommunications and inventory control functions for the division.</p> <p>Oversee and monitor hiring procedures including creation of duty statements, Personnel Action Request Forms (PARF) and Action Request Forms (ARF). Coordinate with external auditors, Department of Finance, and other audit agencies. Advise, recommend, and direct budgetary actions to executive staff on a routine basis, biweekly meetings and as needed on all related issues and makes decisions that affect operations. Handle and resolve difficult technical and administrative issues in connection with the division. As the approving official, ensure that all cal-card and procurement policies are followed for the division.</p>
20% E	<p>The SSM I manages and supervises the Graphic Services Department Staff which produces a wide range of materials used by district personnel to graphically depict and explain engineering plans, concepts and theories to Legislators, the media, and the public. Specifically, the SSM I will: Develop standards and Quality Assurance Controls to ensure collateral material is consistent with the department's policies. Manage printing capabilities and reproduction of materials for the district. Supervise the creation and production of a wide range of videos used by district personnel to document and explain engineering plans, concepts and theories and for promotional, training, and legal purposes. Provide direction and consultation to district management and staff on video applications, equipment purchases, installations and new technologies. Act as contract manager for contracting of graphic and video production services performed by third party vendors. Upon request, will partner with other districts, agencies, and legislators to include Federal Highway Administration (FHWA), Metropolitan Transportation Agency (MTA), California Highway Patrol (CHP), and Southern California Association of Governments (SCAG) in the development of collateral material.</p>

POSITION DUTY STATEMENT

PM-0924 (REV 7/2014)

- 20% E The SSM I manages organizes and directs the development and production of the district internet and intranet developer, and the innovation and implementation of Web tools for the district. The SSM I will develop processes and policies to manage the district's online presence, interface with headquarters to ensure that security measures for web-based tools and applications are properly managed, and support computer applications and hardware used for publishing and videography; manage the social media applications such as Twitter and Facebook for the district; oversee and approve the graphic design of literature, presentation materials, and online content; manage the use and maintenance of the District Video Teleconferencing communications system.
- 20% E The SSM I provides technical functional guidance to the Media & Public Relations Unit and may report directly to top management for technical advice related to milestone or special event coordination. The SSM I will manage the video, audio, photography, and related equipment required for Groundbreakings, Ribbon Cuttings, and special events in coordination with district executive management, the Director's Office and local legislators. The SSM I is responsible for the editing, and final production of any materials associated with events consistent with related policies and the department's overall mission.
- 10% M Other related duties as required in keeping with the Department's mission.

¹ESSENTIAL FUNCTIONS are the core duties of the position that cannot be reassigned.

MARGINAL FUNCTIONS are the minor tasks of the position that can be assigned to others.

SUPERVISION OR GUIDANCE EXERCISED OVER OTHERS

Supervises and directs a group of technical specialists who develop graphic content published on the web and in print, control equipment, and manage the division's fiscal and support resources.

KNOWLEDGE, ABILITIES, AND ANALYTICAL REQUIREMENTS

The SSM I requires knowledge of current materials, practices and equipment used in the design, creation, preparation and presentation of a wide variety of visual medium, including offset printing, video production, video teleconferencing, photography, web development, and computer imaging. Requires working knowledge of maintenance and operations of professional quality video production equipment, including cameras, recorders and editing systems. Requires general knowledge of traffic engineering theories and policies. Requires ability to work independently and deal directly with outside vendors and suppliers in procuring materials, equipment and obtaining bids, estimates and services. Also requires ability to plan and direct the work of others; reason logically, creatively and utilize a variety of analytical tools to resolve complex problems; develop and evaluate alternatives; present ideas effectively orally, visually and in writing, consult with and advise administrators and employees on various technical and production issues; gain and maintain the confidence and cooperation of others; exercise sound independent judgment within established guidelines. Demonstrated ability to act independently, open-mindedness, flexibility, and tact.

The SSM I will determine needs for public information and education; techniques of preparing, producing and disseminating information, utilizing all major media of communication; principles and techniques of establishing and maintaining good public relations; principles, practices, and trends of public business administration, including management and supportive staff services such as budget, personnel, management analysis, planning, program evaluation, or related areas; principles and practices of employee supervision, development, and training; program management; formal and informal aspects of the legislative process; the administration and department's goals and policies; governmental functions and organization at the State and local level; department's EEO objectives; and a manager's role in the EEO process.

RESPONSIBILITY FOR DECISIONS AND CONSEQUENCES OF ERROR

Errors in judgment and decisions could be very costly, resulting in any number of negative consequences for the Graphic Services office, the department, external contractors and/or vendors, other state agencies, the Governor's Office, etc. Mistakes in the incumbent's judgment and inappropriate action(s) in response to inquiries and/or requests from internal

POSITION DUTY STATEMENT

PM-0924 (REV 7/2014)

and external clients could cause delays, a decrease in resources, and could reflect negatively on the department.

PUBLIC AND INTERNAL CONTACTS

Incumbent will routinely contact other Caltrans staff, external contractors andfor vendors, or representatives from the Governor's Office, to transmit or obtain relevant information. These contacts may be verbal or written as needed to perform assignments.

PHYSICAL, MENTAL, AND EMOTIONAL REQUIREMENTS

Employee may be required to sit for long periods of time using a keyboard and video display terminal. He/she may also be required to transport audio visual equipment from one location to another, requiring occasional bending, stooping and kneeling. At a minimum, the employee will be required to make daily trips from one unit to another which are located at opposite ends of the building (approximately one block apart). Must be able to develop and maintain cooperative working relationships.

WORK ENVIRONMENT

The employee will work in a climate-controlled office under artificial lighting in the Headquarters building. On occasion, incumbent may be required to work outdoors and may be exposed to various weather conditions and uneven surfaces. Occasionally incumbent will be required to travel to various locations using a state vehicle.

I have read, understand and can perform the duties listed above. (If you believe you may require reasonable accommodation, please discuss this with your hiring supervisor. If you are unsure whether you require reasonable accommodation, inform the hiring supervisor who will discuss your concerns with the Reasonable Accommodation Coordinator.)

EMPLOYEE (Print)

EMPLOYEE (Signature)

DATE

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

SUPERVISOR (Print)

SUPERVISOR (Signature)

DATE