

DUTY STATEMENT

Employee Name:

Classification: Health Program Specialist I	Position Number: 581-345-8338-909
Working Title: Health Communications Specialist	Work Location: 1616 Capitol Avenue, Sacramento, CA 95814
Collective Bargaining Unit: R01	Tenure/Time Base: Permanent / Full-Time
Center/Office/Division: Center for Healthy Communities	Branch/Section/Unit: Tobacco Control Branch Media and Communications Section Media and Communications Unit

All employees shall possess the general qualifications, as described in California Code of Regulations Title 2, Section 172, which include, but are not limited to integrity, honesty, dependability, thoroughness, accuracy, good judgment, initiative, resourcefulness, and the ability to work cooperatively with others.

This position requires the incumbent to maintain consistent and regular attendance; communicate effectively (orally and in writing) in dealing with the public and/or other employees; develop and maintain knowledge and skill related to specific tasks, methodologies, materials, tools, and equipment; complete assignments in a timely and efficient manner; and, adhere to departmental policies and procedures.

Competencies

The competencies required for this position are found on the classification specification for the classification noted above. Classification specifications are located on the [California Department of Human Resource's Job Descriptions webpage](#).

Job Summary

This position supports the California Department of Public Health's (CDPH) mission and strategic plan by working toward achieving a tobacco-free California and to reduce tobacco-related illness and premature deaths by implementing programs to reduce tobacco use and exposure to secondhand smoke.

The incumbent works under the direction of the Staff Services Manager I (SSM I), Chief of Media and Communications Unit. The Health Program Specialist I (HPS I) functions as a specialist who performs professional and technical tasks associated with conducting the Tobacco Control Branch's (TCB) multifaceted, cutting edge media campaign that utilizes paid advertising, earned media, social media, consumer oriented websites and public relations. The HPS I oversees development of public relations and social media campaigns to effectively reach multiple priority target groups, implement promotional campaigns and activities, and execute specialized communication and marketing programs. Ensures marketing activities are based on communications science, theory, principles, methods and practices. Travelling is required within the State of California as well as to other states in the country (10%), including occasional overnight stays.

Special Requirements

- ☒ Conflict of Interest (COI)
- ☐ Background Check and/or Fingerprinting Clearance
- ☐ Medical Clearance
- ☒ Travel: 10% In-and-Out of State Travel
- ☐ Bilingual: Pass a State written and/or verbal proficiency exam in
- ☐ License/Certification:
- ☐ Other:

Essential Functions (including percentage of time)

- 40% Coordinates a wide variety of public relations efforts on behalf of TCB, in particular communication projects to reach priority populations (e.g., LGBT, African American, Native American, etc.). Determines effective earned and social media approaches, utilizing the full range of tactics appropriate for the target populations, from influencer outreach to media relations. Provides technical assistance and trains local spokespersons on the use social media tools to maximize local health communication plans. Coordinates efforts with local tobacco control projects, TCB's public relations contractors, and local health departments.
- 20% Coordinates and implements TCB's social media efforts to develop engaging social media channels and marketing strategies that educate the public on preventing and reducing tobacco use, and outreach campaigns related Proposition 56. Coordinates social media that includes developing original content, as well as working with others to obtain a highly visible presence with daily posts. Evaluates effectiveness of marketing performance. Utilizes paid resources, determines when increased performance is needed. Develops, reviews, and approves social media messaging to TCB's social media editorial board and the California Department of Public Health (CDPH) Office of Public Affairs. Coordinates the community management and prepares responses to wide ranging comments. Develops key performance measures, tracks data, and develops marketing reports. Leads a variety of time sensitive, highly visible communications projects, including preparing presentations, infographics, and developing media materials for media events.
- 25% Researches, writes, edits, prepares, and coordinates digital content for TCB's consumer websites and landing pages to ensure relevancy. Conducts market research, focus group testing messages and ads, and reviews and edits content. Researches, writes, and organizes information for the preparation of internal and/or external dissemination through all major means of news media communication, such as web copy, reporter inquiries, media advisories, press releases, talking points, fact sheets, speeches, etc. Substantiates and verifies statistics, facts and scientific notations for public relations and other media materials. Coordinates efforts with advertising and digital agencies. Utilizes a variety of advertising and digital efforts, including the coordination of formative research and consumer testing to assess effectiveness of concepts. Researches meaningful relevant data and provides analysis for use in marketing and digital

content development. Oversees a wide variety of digital and social media campaigns, including the creation, development, and archival process. Utilizes Adobe Creative Suite to prepare materials for posting.

- 10% Coordinates procurement efforts to obtain public relations and social media services, including developing requests for proposals that are consistent with trends and practices and handling reviews and approval processes to select appropriate contractors.

Marginal Functions (including percentage of time)

- 5% Performs other job-related duties as required.

I certify this duty statement represents an accurate description of the essential functions of this position. I have discussed the duties and have provided a copy of this duty statement to the employee named above.

I have read and understand the duties and requirements listed above, and am able to perform these duties with or without reasonable accommodation. (If you believe reasonable accommodation may be necessary, or if unsure of a need for reasonable accommodation, inform the hiring supervisor.)

Supervisor's Name:	Date	Employee's Name:	Date
Supervisor's Signature	Date	Employee's Signature	Date
HRB Use Only: Approved By: Sal Singh	Date 03/25/20		