

DUTY STATEMENT

Employee Name: Vacant	
Classification: Health Program Specialist I	Position Number: 580-520-8338-909
Working Title: Communications Specialist	Work Location: 1615 Capitol Avenue, Sacramento, CA 95814
Collective Bargaining Unit: R01	Tenure/Time Base: Permanent / Full-Time
Center/Office/Division: Center for Family Health / Maternal, Child and Adolescent Health Division	Branch/Section/Unit: Outreach 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 in 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 promoting health and wellness through the development of key public health messages; by mobilizing partnerships within and outside the Department to strengthen collective impact; and enhancing services through agile operations by tailoring our messaging practices to best meet the communities we serve.

The incumbent works under the direction of the Health Program Manager (HPM) I, Chief of the Outreach and Communications Unit. The Health Program Specialist (HPS) I functions as a highly skilled, technical program consultant and plans, develops, coordinates, implements, and evaluates strategic planning components of the Maternal, Child and Adolescent Health (MCAH) Division. The HPS I serves in a key role in advising and assisting the HPM I on communication plans for complex health programs and health education outreach that support the Division's mission and goals. The HPS I also serves as a liaison for stakeholder communication and interagency efforts to coordinate program activities across departments. This position requires the incumbent to function independently, communicate effectively, provide effective consultation/technical assistance and maintain/develop skills related to MCAH.

Special Requirements

- Conflict of Interest (COI)
- Background Check and/or Fingerprinting Clearance
- Medical Clearance
- Travel: 5%
- Bilingual: Pass a State written and/or verbal proficiency exam in
- License/Certification:
- Other:

Essential Functions (including percentage of time)

- 35% Provide highly skilled, specialized, and complex technical assistance and consultation, partnership and coordination with MCAH program management and state partners to facilitate the flow of information to and from the Local Health Jurisdictions (LHJ) to the State. Evaluate, develop, organize, and monitor communications plans for the California Home Visiting Program (CHVP) and other MCAH programs; analyze current trends, research and evaluation data, and conduct needs assessments to determine target audiences; write and develop culturally-appropriate CHVP and public health education toolkits, including social media posts, videos, talking points, public service announcements, etc.; establish structured outreach, analytics -tracking and reporting procedures; present to internal and external audiences; produce deliverables outlined in the Federal Title V grant; and consult with CHVP agencies and LHJs on their outreach efforts.
- 25% Coordinate high-level, division-wide public health campaigns with CHVP and MCAH program leads and build relationships with management and administrative staff at the local level; participate in various committees and workgroups responsible for implementing storytelling activities, developing health program curriculum, and creating data reporting tools; serve as a liaison for CHVP and MCAH stakeholder communication and interagency efforts to coordinate health program activities across departments as part of a comprehensive maternal, child, and adolescent health system.
- 20% Consult with CHVP and MCAH subject matter experts (SME) and division leadership to develop talking points, presentations, bill analyses, media responses, and other drills as needed, under tight deadlines. Usher these materials through the document review process, making copy edits and collaborating with SMEs as needed. Ensure that MCAH uses consistent messaging across its materials and maintain MCAH's internal talking points folder.
- 15% Serve as the primary liaison on copyright requests. After a copyright request is received, work with MCAH's Public Health Medical Officer and MCAH's contractor to review requests and adaptations. Advise MCAH leadership on copyright approvals and track all requests. As approved, write the copyright permissions letter and submit back to requester.

Marginal Functions (including percentage of time)

5% Attend meetings; perform other work related duties as assigned. Up to 5% travel is required.

<p>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.</p>		<p>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.)</p>	
Supervisor's Name: Erica Root	Date	Employee's Name:	Date
Supervisor's Signature	Date	Employee's Signature	Date
HRB Use Only: Approved By: EC	Date 2/18/21		

DUTY STATEMENT

Employee Name: Vacant	
Classification: Associate Governmental Program Analyst	Position Number: 580-520-5393-909
Working Title: Communications Specialist	Work Location: 1615 Capitol Avenue, Sacramento, CA 95814
Collective Bargaining Unit: R01	Tenure/Time Base: Permanent / Full-Time
Center/Office/Division: Center for Family Health / Maternal, Child and Adolescent Health Division	Branch/Section/Unit: Outreach 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 in 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 promoting health and wellness through the development of key public health messages; by mobilizing partnerships within and outside the Department to strengthen collective impact; and enhancing services through agile operations by tailoring our messaging practices to best meet the communities we serve.

The incumbent works under the direction of the Health Program Manager (HPM) I, Chief of the Outreach and Communications Unit. The Associate Governmental Program Analyst (AGPA) will be part of a team of communications professionals utilizing cutting-edge, multi-media outreach efforts to inform and educate stakeholders about the important programs and work of the Division. The incumbent performs the more responsible, varied, and complex technical analytical staff services assignments, and will write education and outreach tools that include public health education materials, fact sheets, press releases, video storyboards and social media campaigns. The position requires establishing and maintaining good working relations with a variety of stakeholder groups, including Maternal, Child and Adolescent Health (MCAH) programs, MCAH Directors, Office of Communications, among others. This position requires the incumbent to function independently, communicate effectively, provide effective consultation/technical assistance and maintain/develop skills related to MCAH.

Special Requirements

- Conflict of Interest (COI)
- Background Check and/or Fingerprinting Clearance
- Medical Clearance
- Travel: 5%
- Bilingual: Pass a State written and/or verbal proficiency exam in
- License/Certification:
- Other:

Essential Functions (including percentage of time)

- 45% Independently produces a variety of internal and external outreach projects in collaboration with MCAH and CHVP subject matter experts and Communications team members. Writes and publishes regular, consistent communications for various internal and external stakeholders. Develops culturally appropriate public health education materials, fact sheets, brochures, social media, press releases, talking points and web content, in compliance with State and our Department's policies and procedures. Consults with MCAH and CHVP agencies on their outreach efforts. Utilizes Microsoft Office software, such as Excel, Word, Power Point, Outlook and Publisher for program operational needs, as well as video editing software and online email campaign platforms.
- 20% Provides administrative support, by performing complex proofreading, copy editing, and fact checking, related to quality control for a variety of MCAH outreach projects. Regularly performs web audits, and provides recommendation updates to ensure content is accurate, timely and easily accessible.
- 20% Consults with CHVP and MCAH subject matter experts (SME) and Division leadership to develop talking points, presentations, bill analyses, media responses, and other drills as needed, under tight deadlines. Ushers these materials through the document review process, making copy edits and collaborating with SMEs as needed. Ensures that MCAH uses consistent messaging across its materials and maintain MCAH's internal talking points folder.
- 10% Serves as the primary liaison on copyright requests. After a copyright request is received, work with MCAH's Public Health Medical Officer and MCAH's contractor to review requests and adaptations. Advises MCAH leadership on copyright approvals and track all requests. As approved, write the copyright permissions letter and submit back to requester.

Marginal Functions (including percentage of time)

5% Attend meetings; perform other work related duties as assigned. Up to 5% travel is required.

<p>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.</p>		<p>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.)</p>	
Supervisor's Name: Erica Root	Date	Employee's Name:	Date
Supervisor's Signature	Date	Employee's Signature	Date
HRB Use Only: Approved By: EC	Date 6/28/21		