DUTY STATEMENT

Employee Name:	Position Number: 580-510-8338-036
Classification: Health Program Specialist I	Tenure/Time Base: Permanent / Full Time
Working Title: Digital Communications Specialist	Work Location: 3901 Lennane Drive, Sacramento CA 95834
Collective Bargaining Unit: R01	Position Eligible for Telework (Yes/No): Yes
Center/Office/Division: Center for Family Health / Women, Infants, and Children (WIC) Division	Branch/Section/Unit: Policy and Planning Branch / Strategic Planning and Communication Section

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.

All California Department of Public Health (CDPH) employees perform work that is of the utmost importance, where each employee is important in supporting and promoting an environment of equity, diversity, and inclusivity, essential to the delivery of the department's mission. All employees are valued and should understand that their contributions and the contributions of their team members derive from different cultures, backgrounds, and life experiences, supporting innovations in public health services and programs for California.

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 advancing the health and well-being of California's diverse people and communities. As an employee of the As an employee of the Policy and Planning Branch, the incumbent serves as part of a team that monitors, improves, and implements local and statewide policies which protect and serve Women, Infants, and Children (WIC) participants, vendors, and local agencies.

The incumbent works under the general direction of the Chief, Strategic Planning and Communication Section, Staff Services Manager II (SSM II). The Health Program Specialist I (HPS I) serves as a highly skilled program consultant primarily responsible for complex assignments

associated with the developing, coordinating, implementing, and evaluating major statewide WIC digital communications and outreach campaigns, projects, and initiatives.

Special Requirements

- ☐ Conflict of Interest (COI)
- ☐ Background Check and/or Fingerprinting Clearance
- ☐ Medical Clearance
- ☒ Travel: Up to 5% statewide travel, with possible overnight stay(s)
- ☐ Bilingual: Pass a State written and/or verbal proficiency exam in
- ☐ License/Certification:
- ☐ Other:

Essential Functions (including percentage of time)

35% Develops, coordinates, implements, and/or evaluates comprehensive and innovative digital communications strategies and major statewide digital communications and outreach campaigns, projects, and initiatives for the California WIC program, including raising awareness of existing and new eWIC services. Works as liaison and in partnership with existing and future contractors, WIC local agencies, CDPH WIC Division subject matter experts, and other relevant internal and external stakeholders to produce timely digital content that supports major recruitment, retention, and reengagement/redemption (RRR + R) goals. This includes leading the development of or independently writing, editing, and preparing social media, social media calendars, infographics, fact sheets, flyers, posters, newsletters, reports, communications toolkits, and website and video content. Assists in the drafting of talking points, press releases, advisories, alerts, and emergency messaging pertaining to the California WIC Program as required.

25% Provides highly skilled and complex technical consultation to CDPH WIC Division management on the development and implementation of CDPH WIC Division digital communications efforts. In collaboration with section specialists, participates in the development and implementation of the CDPH WIC Communications Plan to help meet California WIC program RRR + R goals, utilize evolving technology, and meet California WIC local agency and participant needs. Monitors and analyzes analytics from CDPH WIC Division digital platforms and create and present data insights and recommendations to CDPH WIC Division management. Under the direction of the Chief, Strategic Planning and Communication Section, identifies, develops, and supports media partnerships and leads the planning and organization of special public events by the CDPH WIC Division.

20% Serves as a point of contact for the CDPH WIC Division on digital content projects and other special projects. Performs consultative reviews independently and/or with CDPH WIC Division management and subject matter experts of digital content produced by the CDPH WIC Division to ensure content is accurate, high quality, engaging, consistent, accessible to low literacy and non-English speaking audiences, compliant with Web Content Accessibility

Guidelines and Americans with Disabilities Act standards, and reflective of the California Department of Public Health mission and the diversity of California WIC program communities served.

15% Builds and leads creative and collaborative partnerships with CDPH department partners, including participation in various workgroups and committees as needed. Plans and develops digital marketing training opportunities for WIC local agencies. Maintains up-to-date knowledge about the latest digital communications best practices to make informed recommendations for the development of new digital content.

Marginal Functions (including percentage of time)

5% Performs other job-related duties as assigned.

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
HRD Use Only: Approved By:	Date		