



# Duty Statement

Classification: **Associate Governmental Program Analyst**

Position Number: **275-141-5393-704**

HCM#: **3005**

**JC-409680**

Branch/Section: **Communications & Stakeholder Relations, Office of Public Affairs, Website & Analytics**

Location: **Sacramento, California**

Telework: Office-centered

Working Title: **Digital Content & Projects Analyst**

Effective Date: **January 1, 2024**

Collective Bargaining Identifier (CBID): **[R01]**

Supervision Exercised:  Yes  No

The Communications & Stakeholders Relations (CSR) Branch is responsible for internal and external communications, stakeholder outreach, and state and federal legislation to help ensure the sustainability of the CalPERS fund. The Office of Public Affairs (PAOF), within CSR, provides strategic communications support for CalPERS' external audiences, employee communications, and supports internal and external events and conferences.

The Website & Analytics team (Web Team) establishes the overall communication strategy for the CalPERS website, myCalPERS, and other external digital channels, provides direction and solutions for the management, delivery and maintenance of content featured on those websites and channels, and coordinates the gathering and delivery of analytics from the tools they manage to support web activities for PAOF and other CalPERS divisions. The team also oversees adherence to digital accessibility standards and best practices.

Under the direction of the Staff Services Manager I (Digital Content & Analytics Manager), the Associate Governmental Program Analyst (AGPA)/(Digital Content & Projects Analyst) is responsible for supporting the development and maintenance of content for CalPERS websites and digital products.

## Essential Functions

- 40% Onsite<sup>1</sup> and virtually monitor Web Team inboxes and workflow queues for incoming web publishing. Write and proofread content for CalPERS websites and other platforms and deploy using content management systems (CMS). Evaluate and test incoming documents to ensure they satisfy current Web Content Accessibility Guidelines (WCAG) success criteria.  
Work with program area content authors for our external websites known as pagemasters and Web Team staff to ensure web publishing projects are completed accurately and on time. Maintain a weekly radar report tracking project details and status.
- 30% Onsite<sup>1</sup> and virtually support new and existing pagemasters in organizing, developing, and maintaining content on their division's webpages. Plan and facilitate quarterly pagemaster meetings, develop and distribute agendas, record meeting minutes and follow up on action items. Update and maintain pagemaster policy and procedures documents, intranet webpage resources and pagemaster list.
- 20% Onsite<sup>1</sup> and virtually lead projects for PAOF digital communications initiatives. Coordinate details and tasks for special projects involving the Information Technology Services Branch (ITSB). Support divisions in identifying project roles and responsibilities, establishing timelines and meeting deadlines. Document outcomes and action items from meetings and provide regular updates to the Web Team and PAOF

managers. Lead projects related to CMS enhancements, defect resolution, or new workflows. Identify system defects, refer to ITSB for solutions and track outcomes.

10% Onsite<sup>1</sup> and virtually write and update Web Team policy and procedures. Maintain documentation for content management processes. Back up Web Team staff by collecting and analyzing web analytics. Attend system enhancement and maintenance meetings and coordinate communication on CalPERS websites notifying users of website changes and downtimes.

## Working Conditions

- Work from 8 a.m. to 5 p.m. with alternate work schedule changes as necessary.
- <sup>1</sup>This position is designated as office-centered and works primarily onsite at the Sacramento, CA Headquarters at least three weekdays.
- Cubicle workstation environment.
- May work overtime as needed based on organizational needs.

## Conduct, Attendance and Performance Expectations

- Ability to maintain consistent attendance
- Ability to demonstrate punctuality, initiative, and dependability
- Ability to model and support CalPERS Core Values (Integrity, Accountability, Respect, Openness, Quality and Balance)
- Ability to model CalPERS Competencies and demonstrate proficiency in; Collaboration, Leading People, Leading Change, Driving Results, Business Acumen, Communication, and Leading Self

I have read and understood the duties and essential functions of the position and can perform these duties with or without reasonable accommodation.

**Employee Name (Print):**

**Employee Signature:** \_\_\_\_\_ **Date:**

I certify that the above accurately represent the duties of the position.

**Supervisor Signature:** \_\_\_\_\_ **Date:**