

DUTY STATEMENT

Employee Name: Vacant	
Classification: Health Program Manager I	Position Number: 580-520-8427-004
Working Title: Chief, Outreach and Communications	Work Location: 1615 Capitol Avenue, Sacramento 95814
Collective Bargaining Unit: S01	Tenure/Time Base: Permanent/Full-Time
Center/Office/Division: Center for Family Health/Maternal Child and Adolescent Health Division	Branch/Section/Unit: Outreach and Communication 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 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 general direction of the Maternal Child and Adolescent Health (MCAH) Division Chief. The Health Program Manager (HPM) I is responsible for the overall management, coordination and integration of outreach and education activities for the MCAH Division. The HPM I supervises the Outreach and Communications team and evaluates all aspects of this unit. The HPM I assists MCAH with developing the Division's internal and external communication and health education outreach strategies. Performance of these duties involves interaction with a broad range of branch chiefs, specialized program managers, and external constituencies representing a range of MCAH interests. The HPM I will also be responsible for coordinating with other units to ensure efforts relating to data sharing, policy development and health education are widely disseminated to a variety of MCAH stakeholder groups.

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% Supervises Outreach and Communication staff and oversees workload of the unit. Performs routine supervisory and administrative responsibilities such as hiring/recruitment, time reporting, completes probation reports and annual performance appraisals, address disciplinary issues as needed, provides feedback for personal improvements and development / training for Unit staff. Reviews completed assignments for thoroughness, accuracy, targeted messaging and branding standards. Directs staff responsible for gathering, developing and disseminating information pertaining to MCAH programs and efforts to improve the health and well-being of California's women, children and families. Reviews all MCAH documents to ensure they adhere to the MCAH Style Guide, are correctly branded, and are ADA compliant.
- 25% Oversees and directs the development and production of the MCAH Statewide Update newsletter, the Division's issue briefs, data briefs, the program profiles, fact sheets, consumer education and informational materials, such as flyers, pamphlets and PowerPoint presentations, and other publications. Oversees the Division's social media, website, and digital storytelling projects that target MCAH populations and partner programs. Oversees the development and oversight of the branding standards of the Division.
- 15% Coordinates, inputs and oversees media requests from the Office of Public Affairs, bill analysis drills, copyright and other stakeholder requests for information.
- 10% Develops and executes an annual Strategic Communications Plan that promotes the work of MCAH and increases the visibility of MCAH priorities, consumer awareness, educational outreach, scientific research findings and programmatic activities. Serves on center-wide and department-wide workgroups and provides leadership regarding communications and strategic marketing and outreach strategies for the populations the workgroups are targeting.

Marginal Functions (including percentage of time)
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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:
Diane Lindsey

Date

Employee's Name:

Date

Supervisor's Signature

Date

Employee's Signature

Date

HRD Use Only:

Approved By: EC

Date

8/19/21

DUTY STATEMENT

Employee Name: Vacant	
Classification: Staff Services Manager I	Position Number: 580-520-4800-XXX
Working Title: Chief, Outreach and Communications	Work Location: 1615 Capitol Avenue, Sacramento 95814
Collective Bargaining Unit: S01	Tenure/Time Base: Permanent/Full-Time
Center/Office/Division: Center for Family Health/Maternal Child and Adolescent Health Division	Branch/Section/Unit: Outreach and Communication Unit

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The incumbent works under the general direction of the Maternal Child and Adolescent Health (MCAH) Division Chief. The Staff Services Manager (SSM) I is responsible for the overall management, coordination and integration of outreach and education activities for the MCAH Division. The SSM I supervises the Outreach and Communications team and evaluates all aspects of this unit. The SSM I assists MCAH with developing the Division's internal and external communication and health education outreach strategies. Performance of these duties involves interaction with a broad range of branch chiefs, specialized program managers, and external constituencies representing a range of MCAH interests. The SSM I will also be responsible for coordinating with other units to ensure efforts relating to data sharing, policy development and health education are widely disseminated to a variety of MCAH stakeholder groups.

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