DUTY STATEMENT

Employee Name:

Classification:
Staff Services Manager I

Position Number:
580-510-4800-026

Working Title:
Communication & Strategic Planning Unit
Chief

Work Location:
3901 Lennane Drive, Sacramento CA 95834

Collective Bargaining Unit:
S01

Tenure/Time Base:
Permanent / Full Time

Center/Office/Division:
Center for Family Health / Women, Infants, and Children (WIC) Division

Branch/Section/Unit:
Policy and Planning Branch / Communication & Strategic Planning 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

The duties of this position support the California Department of Public Health (CDPH) Mission Statement to advance the health and well-being of California’s diverse people and communities. 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 Communications and Strategic Planning Section Chief, Staff Services Manager II (SSM II). The Staff Services Manager I (SSM I) is responsible for managing operations of the Communications and Strategic Planning Unit (CSPU), and oversees the planning, development, coordination, implementation, and evaluation of WIC Division strategic planning and employee engagement activities; state and local WIC agency eLearning (electronic learning) trainings; and California WIC program digital communications and outreach efforts. The SSM I supervises and directs CSPU tasks to ensure that staff complete assignments in a timely and efficient manner and adhere to departmental policies and procedures. The SSM I actively participates as a member of the WIC Division Management Team.
Special Requirements

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

Essential Functions (including percentage of time)

35% Directs and supervises staff in the development, coordination, and implementation of the WIC Division’s strategic planning initiatives, priorities, and objectives, employee engagement efforts, and other organizational performance efforts, such as establishing metrics, tracking measures, and reporting performance of yearly goals to support the WIC Division mission, the development and maintenance of the WIC Division strategic plan and the coordination of the development of the California WIC State Plan. Actively participates on the WIC Management Team. Participates in manager meetings and keeps management apprised of program status and achievements. Provides recommendations on Division-level strategies to promote employee engagement, satisfaction, and retention. Works collaboratively with Division management and specialists to acquire resources, develop action plans, or organize trainings, activities, and events to ensure strategic planning goals and objectives are successfully met. Collaborates and communicates with other Division managers and supervisors to discuss, plan, and implement strategies impacting WIC services. Supervises the development and delivery of eLearning products (e.g., webinars, computer-based trainings, and videos) for WIC Division staff, WIC local agencies staff, and other audiences, as necessary. Supervises, as directed, the utilization and maintenance of the WIC Division’s learning management system or LMS in the delivery and evaluation of eLearning products. Serves as lead or member of various Division-wide and Department-wide workgroups related to WIC Division strategic planning.

30% Supervises the maintenance and updates to program websites and other digital platforms, including coordination with graphic designers and the Information Technology Services Division on the redesign of program websites. Oversees and develops internal processes for posting to program websites and other digital platforms. Ensures that adequate staff are trained in Americans with Disabilities Act requirements for public facing content, including websites and multimedia resources. Leads and directs state staff on a variety of internal and external communications efforts and initiatives. Works with management, specialists, contractors, and multi-disciplinary teams across and outside the CDPH to promote the California WIC Program, develop effective communications strategies, ensure timely responses to internal and external inquiries and media requests, and ensure program communications are consistent and align with Department policies and protocols. Oversees development and timely dissemination of a variety of high-quality digital communications with
program participants, partners, and stakeholders, including but not limited to communications toolkits and campaigns, social media, web copy, video, press releases, advertisements, talking points, fact sheets, presentations, conference materials, newsletters, flyers, and educational and outreach materials.

30% Recruits, interviews, and hires Communications and Strategic Planning unit staff. Conducts one-on-one and team meetings. Provides coaching and mentorship to unit staff, guides the development of work plans, and monitors work progress. Ensures that new and existing unit staff take mandatory trainings. Determines specialized training needs and identifies and facilitates access to specialized trainings that would enhance unit staff’s performance, team cohesion, and continuing professional development. Conducts constructive and timely employee performance evaluations of unit staff using the Performance Appraisal assessment tool. Completes documentation related to attendance, preventative, corrective, or adverse action, when appropriate. Reviews and approves timesheets and absence requests. Supervises procurement processes for the Communications and Strategic Planning section and ensures that all contractual documents are appropriately processed in a timely manner.

**Marginal Functions (including percentage of time)**

5% Performs other job-related duties as assigned.

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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.)

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**HRD Use Only:**

Approved By: MR

Date 12/17/2021

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