DUTY STATEMENT

Employee Name: [Redacted]  
Position Number: 581-330-8336-002  
Classification: Health Program Specialist II  
Tenure/Time Base: Permanent / Full-Time  
Working Title: Communications & Marketing Specialist  
Work Location: 1616 Capitol Avenue, Sacramento, CA 95814  
Collective Bargaining Unit: R01  
Position Eligible for Telework (Yes/No): Yes  
Center/Office/Division: Center for Healthy Communities  
Branch/Section/Unit: Chronic Disease Control Branch/ Alzheimer’s Disease 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 performing communications/marketing and programmatic duties for the California Alzheimer’s Disease Program (ADP) within the Chronic Disease Control Branch (CDCB). ADP is a grant program for the purpose of research into the causes, treatment, and strategies for coping with and preventing Alzheimer’s disease and related dementias (ADRDs).

The Health Program Specialist II (HPS II), Communications/Marketing Specialist, works under the direction of the Health Program Manager II, Chief of the Alzheimer’s Disease Section within the CDCB. The HPS II leads the development and implementation of the Alzheimer’s Disease Public Awareness Media Campaign for the ADP; oversees the advertising
contractor’s scope of work and deliverables; serves as ADP liaison for CDPH Office of Communications (OOC); coordinates collaborative communications/marketing work for ADP promotions; and engages and oversees the advertising/marketing contractor for collaborative chronic disease message development.

Special Requirements

- Conflict of Interest (COI)
- Background Check and/or Fingerprinting Clearance
- Medical Clearance
- Travel: 5% In-State and Out-of-State Travel, to include the possibility of overnight, as required
- Bilingual: Pass a State written and/or verbal proficiency exam in
- License/Certification:
- Other:

Essential Functions (including percentage of time)

35% Works in concert with ADP and CDCB programs; serves as leader and coordinator of cross-cutting communications/marketing projects involving ADP within CDPH; facilitates communication and ease of interface/interaction between internal and external partners; and oversees the development and implementation of the ADP Alzheimer’s Disease Public Awareness Media Campaign.

20% Performs contract management services and technical consultation and assistance to contractors regarding state and federal legal requirements and regulations. Oversees the media and advertising contractor’s scope of work and deliverables to implement the ADP media campaign. Engages and oversees the media and advertising contractors research activities to pursue formative research, focus group testing, and message development to reframe and reshape chronic disease messages that not only promote healthy behaviors, but also provide environmental context to influence and support improved health outcomes.

20% Acts as the program spokesperson for media inquiries from television, radio, and print for ADP. Provides information and materials to local, state, and national broadcast and print media in coordination with OOC. Facilitates collaboration and coordination between media and local spokespersons. Coordinates the program communication, marketing, and media activities with the OOC. Responds to media inquiries for information on the media campaign, ADP efforts in the state, and evaluation results of the program. Presents campaign strategies, concepts, storyboards, and scripts to high level management, OOC, the Directorate, and the Health and Human Services Agency; and facilitates the use of available websites, other media platforms, and outlets for communication, marketing, and outreach for CDCB programs. Provides communications/marketing training and technical assistance to ADP staff, funded projects, and partners to achieve ADP goals, objectives, and activities and to cultivate competency in delivery of cross-cutting Alzheimer's disease awareness
messages via communications channels including traditional media, social media, and other earned media. Coordinates with CDCB chronic disease prevention and management programs to identify cross-promotional opportunities to further enhance ADRD messaging.

20% Oversees external multi-disciplinary partnership development that can be leveraged to disseminate cross-cutting ADP messages, including other state agencies, local health departments/partners, non-governmental partners, academia and community; identifies a broad group of partners and strives for maximum engagement, promotes commitment and investment; encourages coordination and collaboration; and leverages partners to reach target audiences, including the general public, the prevention community, health care providers, patients, policymakers, educators, employers, local health departments, and others. Maintains professional competence by continual review of communications and marketing of ADRDs, dementia care management, aging disorders, and other related chronic disease literature and research studies. Attends conferences and trainings. Assists in the development of grant applications for securing funding for CDPH. Travel In-state and out-of-state is required to attend conferences and trainings as directed.

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

5% Performs other duties as assigned and represents the Section Chief as directed.

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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: CW

Date: 12/12/22