

☐ Current  
☒ Proposed

Civil Service Classification: Assistant Director, Communications  
Working Title: Assistant Deputy Director, Communications  
Division Branch Name: Office of Communications  
Incumbent: Vacant  
Position Number: 797-510-1466-001  
Effective Date:  
Conflict of Interest (COI): Y  
FLSA Status: Exempt  
CBID: E98  
Tenure: Permanent  
Time Base: Full-time

You are a valued member of the department's team. All CDA employees are expected to work collaboratively with internal and external stakeholders to enable the department to provide the highest level of service possible. Your efforts to treat others fairly, honestly, and with respect are important to everyone who works with you. We value diversity at CDA and we strive to achieve equity and inclusion in the workplace for all employees. We believe that a diverse workforce and inclusive workplace culture enhances the performance of our organization and the quality of representation that we provide to a diverse client base.

Primary Domain(s): N/A

## **DESCRIPTION:**

Under the general direction of the Assistant Director of Strategic Initiatives and Equity, the Assistant Deputy Director (ADD) of Communications is the senior communications strategist and principal operational coordinator for the Office of Strategic Initiatives and Equity. The ADD provides oversight of cross-functional communications while ensuring strategic integration across the division's three functional areas: Communications, Strategic Initiatives, and Equity.

The ADD serves as a member of the CDA Executive Team and supports CDA's program areas to manage the department's education and outreach campaigns. The ADD supports CDA and the Master Plan for Aging (MPA) initiatives by developing and disseminating communications to inform and educate the public and stakeholders about goals, milestones, activities, and events. The ADD's role is also critical in sharing out information and resources to older adults, people with disabilities, caregivers and CDA's network of partners and providers.

The ADD serves as the Assistant Director's chief advisor and lead strategist on internal and external messaging, cross-initiative coordination, and performance tracking. The position oversees a team to ensure timely, inclusive, and strategic delivery of division-wide goals and campaigns.

The ADD ensures that communications reflect the department's values of equity, accessibility, and transparency, and aligns public messaging with the Governor's MPA and other California Health and Human Services Agency (CalHHS) priorities.

## **ESSENTIAL JOB FUNCTIONS:**

**35%** Leads and executes the department's integrated communications strategy, ensuring alignment with organizational priorities, the Governor's Master Plan for Aging, and CalHHS directives. Oversees and contributes directly to the development of public-facing materials including news releases, fact sheets, talking points, digital content, newsletters, and social media posts. Develops and refines key messages for external campaigns, stakeholder outreach, and executive communications.

Provides leadership in planning and implementing proactive media strategies. Coordinates media engagement activities, including drafting press statements, preparing briefing materials, developing media pitches, and supporting department leadership during interviews and public appearances. Serves as a senior media advisor, ensuring that public narratives about aging, caregiving, and disability services are consistent, timely, and accurate.

Directs the development and execution of strategic marketing campaigns in collaboration with internal teams, design vendors, and program partners. Participates in campaign concept development, content planning, production scheduling, and message testing. Ensures that marketing efforts are culturally relevant, ADA-compliant, and multilingual as appropriate. Tracks and analyzes campaign performance data to inform future outreach strategies. Leads the planning and execution of public outreach events such as webinars, town halls, media briefings, and other in-person or virtual stakeholder engagements.

**25%** Serves as the operational bridge between Communications, Strategic Initiatives, and Equity Offices. Tracks milestones, deliverables, and project pipelines across the organization. Leads internal team standups and ensures coordination of shared resources. Identifies implementation barriers and resolves gaps in cross-functional collaboration. Supports contract and procurement development for communications-related activities and contributes to the preparation and oversight of relevant budget documents and justifications.

**20%** Prepares and/or reviews talking points, briefings, speeches, and external presentations on behalf of the Director and CDA Executive Team. Leads content and messaging strategy to ensure alignment with department goals, cross-program campaigns, and public policy priorities. Assists with legislative or stakeholder communications. Represents CDA in meetings as needed and ensures high-level communication remains consistent, responsive, and forward-looking.

15% Ensures all campaigns incorporate culturally relevant content and reflect the needs of historically underserved communities. Serves as a champion for ADA compliance, plain language, and multilingual communications. Oversees internal and external communications strategies to ensure department-wide messaging is clear, consistent, and accessible to all audiences.

### **MARGINAL FUNCTIONS:**

5% Leads and supports other special projects as assigned.

**TRAVEL:** 10% travel may be required.

### **TYPICAL WORKING CONDITIONS:**

The physical work location of the position is designated at the department's headquarters location, a three-story building and standard office modular workspace located in Natomas. The duties of the position require sitting for long periods of time while using a personal computer, reviewing documents, and attending meetings whether they are digital (i.e., Zoom, WebEx, MS Teams, etc.) or in person.

### **EQUAL EMPLOYMENT OPPORTUNITY:**

The California Department of Aging is an equal opportunity employer to all, regardless of age, ancestry, color, disability (mental and physical), exercising the right to family care and medical leave, gender, gender expression, gender identity, genetic information, marital status, medical condition, military or veteran status, national origin, political affiliation, race, religious creed, sex (includes pregnancy, childbirth, breastfeeding and related medical conditions), and sexual orientation.

It is the policy of CDA to provide equal employment opportunity to all employees and applicants; those employees have the right to work in an environment free from discrimination; those consumers have the right to receive services free from discrimination in compliance with local, state, and federal laws.

**To be reviewed and signed by the supervisor and employee:**

### **SUPERVISOR'S STATEMENT:**

- I have discussed the duties and responsibilities of the position with the employee.
- I have signed and received a copy of the duty statement.

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Supervisor's Signature and Date

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Supervisor's Name and Title

### **EMPLOYEE'S STATEMENT:**

- I have discussed the duties and responsibilities of the position with my supervisor.

- I have signed and received a copy of the duty statement.
- I am able to perform the essential functions listed with or without reasonable accommodation (if you believe reasonable accommodation is necessary, discuss your concerns with your supervisor. If unsure of a need for reasonable accommodation, inform your supervisor who will discuss your concerns with Human Resources.)
- I understand that I may be asked to perform other duties as assigned within my current classification, including work in other functional areas as business needs require.

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**Employee's Signature and Date**

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**HUMAN RESOURCES BRANCH USE ONLY:**

- ☐ Duties meet class specification and allocation guidelines.
- ☐ Exceptional allocation, STD 625 on file.

Analyst initials: \_\_\_\_\_ Date Approved: \_\_\_\_\_

Revision Date (if applicable): 06/20/2025