

DUTY STATEMENT

Employee Name:	Position Number: 580-510-8336-018
Classification: Health Program Specialist II	Tenure/Time Base: Permanent / Full Time
Working Title: Senior Division Coordination and Special Projects Specialist	Work Location: 3901 Lennane Drive, Sacramento CA 95834
Collective Bargaining Unit: R01	Position Eligible for Telework (Yes/No): Yes
Center/Office/Division: Center for Family Health / Women, Infants, and Children (WIC) Division	Branch/Section/Unit: Communications, Food, and Vendor Policy Branch / Communications and Special Projects Section / Outreach Specialist Team

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 advancing the health and well-being of California's diverse people and communities. As an employee of the Communications, Food, and Vendor Policy 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 direction of the Chief, Communications and Special Projects Section, Staff Services Manager II (SSM II). The Health Program Specialist II (HPS II) serves as a highly skilled program consultant primarily responsible for complex assignments associated with the developing, coordinating, implementing, and evaluating division-wide special projects and activities and major statewide WIC communications and outreach campaigns, projects, and initiatives.

Special Requirements

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

Essential Functions (including percentage of time)

- 35% Plans and provides oversight on concurrent multi-year, stand-alone technology projects at the WIC Division that support program modernization, which include enhancements to or establishment of the California WIC App, WIC online application, and the California WIC Family Portal. Leads and facilitates internal and external interdisciplinary task forces on technology projects to determine project goals, needs, scope, and operational needs, monitor progress, identify, escalate, and resolve project risks, and develop strategies for development, implementation, and training. Developing performance measurement tools of new applications for continuous quality improvement of WIC technology products enhancing efficiency, accessibility, and service delivery in program administration. Provides recommendations to division management on technology projects that support program modernization enhancing overall program effectiveness
- 25% Provides expertise consultation and support to Division, Center, and Department activities, including supporting communications on emerging health emergencies and time sensitive information campaigns affecting WIC program client populations. Plans, coordinates, and oversees WIC Division responses to emergency situations, including activating emergency plans, communicating with relevant parties at and outside the division, by establishing and managing collaborative processes. Coordinates and provides subject matter expertise and responses for internal and external inquiries regarding the California WIC program. Communicates updates on division initiatives and collaborates with program partners to disseminate communications and outreach materials that support ongoing California WIC program modernization efforts. Prepares briefs, reports, and analyses for WIC Division leadership around sensitive programmatic issues. Provides highest level of WIC subject matter expertise as a part of the Center for Family Health's Communications Workgroup, contributing to Center-wide and Department-wide relationship building and communications activities.

- 20% Leads and provides guidance on the development, coordination and/or timely implementation of major communications and outreach campaigns, projects, and initiatives. Plans and coordinates large and comprehensive redesign efforts and enhancements to the MyFamily.WIC.ca.gov website and CDPH/WIC website, including securing Website Accessibility Certification from the Department of Technology. Serves as a subject matter expert with web contributors in the remediation of electronic documents and webpages to ensure compliance with the Americans with Disabilities Act. Leads the production of timely digital content that supports major recruitment, retention, and reengagement/redemption (RRR+R) goals. This includes leading the writing, editing, and preparing of social media, social media calendars, infographics, fact sheets, flyers, posters, newsletters, reports, communication toolkits, and website and video content. Develops talking points, press releases, advisories, alerts, and emergency messaging pertaining to the California WIC program, as needed. Ensures cultural competency and equity in state-level WIC program communications, strategies, and campaigns by utilizing inclusive language and Division best practices in imagery selection.
- 15% Leads and monitors the development, coordination, execution, and other associated activities pertaining to major contracts that support statewide WIC communications and outreach campaigns, projects, and initiatives. Leads and coordinates the development and scoring of Requests for Proposals (RFP) related to modernization work by defining the scope and objectives of the RFP, gathering input for Division partners, coordinating of cross-functional reviews, serving as the primary point of contact for managing Division communications, developing the scoring rubric aligned with the RFP's evaluation criteria and coordinates the final selection. Supports the completion of federal requirements for the California WIC program as it directly relates to WIC program outreach and communications and the California WIC State Plan.

Marginal Functions (including percentage of time)

- 5% Performs other job-related duties as assigned.

☐ 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:	Date	Employee's Name:	Date
Supervisor's Signature	Date	Employee's Signature	Date

HRD Use Only:

Approved By: AG

Date: February 21, 2025.