

☒ Current
☐ Proposed

Civil Service Classification: Associate Governmental Program Analyst
Working Title: Multimedia Content & Design Coordinator
Division Branch Name: Office of Communications
Incumbent: VACANT
Position Number: 797-510-5393-701
Effective Date:
Conflict of Interest (COI): Y
FLSA Status: Non-Exempt
CBID: R01
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 direction of the Staff Services Manager II (Integrated Communications Manager), and in close coordination with the Creative Services Manager (Staff Services Manager I), the Associate Governmental Program Analyst serves as the California Department of Aging's (CDA) Multimedia Content & Design Coordinator. The incumbent independently leads and independently manages the planning, development, and execution of high-quality visual and written content to support CDA's public education efforts, stakeholder engagement, and cross-departmental initiatives. The position plays a central role in ensuring content reflects brand and messaging strategy, aligns with accessibility standards, and resonates with diverse audiences. This role supports both routine and high-profile projects and contributes to the professional creative identity of the department.

ESSENTIAL JOB FUNCTIONS:

45% Visual Communications Management

Conduct cross-departmental visual content needs assessments, synthesizing programmatic objectives, audience data, and communication goals to define design scope and strategic priorities. Translate complex information into actionable creative briefs and visual storytelling frameworks that align with CDA's brand identity, accessibility standards, and strategic messaging hierarchy. Develop and manage integrated content calendars and phased production timelines, ensuring alignment with campaign milestones, stakeholder review cycles, and media rollout schedules. Leverage data visualization best practices and human-centered design principles to produce assets that maximize comprehension and engagement across target audiences. Utilize Adobe Creative Suite, Canva, and other design platforms to prototype, iterate, and finalize multimedia deliverables, embedding performance feedback and testing results to refine outputs. Collaborate with communication leads and content strategists to ensure visual assets reinforce narrative consistency and optimize cross-platform viewer retention and impact.

Coordinate logistics for outreach and media events, including traveling up to 5% within California, to support onsite photography, videography, and other visual communication initiatives. Assist with the setup, calibration, and operation of photography and video equipment to ensure high-quality content production. Ensure all materials and technical equipment are available, operational, and compliant with CDA standards during media and outreach activities. Support cross-functional teams in planning, executing, and documenting visual components of events to enhance public engagement and organizational visibility.

Advise and support visual communication strategy, translating complex messaging objectives into compelling visual narratives that align with CDA's broader engagement goals and effectively resonate with diverse target audiences. Participate in strategic planning meetings to advise on visual framing of messaging. Analyze audience engagement data to inform visual content strategy. Present design concepts and rationale to stakeholders for feedback and alignment. Mentor staff on effective visual methods for programmatic content. Apply CDA's brand identity, messaging hierarchy, and accessibility guidelines to ensure cohesive visual standards, inclusive design practices, and consistency across all deliverables. Research and apply CDA and State of California standards to ensure accessibility across all visual formats. Review and revise design drafts to maintain visual consistency and tone. Implement version control and feedback tracking during the design revision process. Update and refine brand assets based on evolving organizational priorities.

Lead the strategic design and production of multimedia assets, including data-informed infographics, brand-governed templates, and narrative-rich short-form video leveraging cross-functional input and performance insights to optimize CDA's multichannel engagement strategy and unify visual communication across outreach campaigns, digital platforms, and print collateral. Analyze previous campaign performance metrics (e.g., engagement rates, video views) to inform creative direction.

35% Content Development & Formatting

Conduct in-depth, cross-functional analysis of visual content needs to inform design strategy and resource allocation. Analyze interdepartmental objectives, audience data, and existing content gaps to assess visual communication needs. Evaluate programmatic priorities and strategic communications plans to identify high-impact design opportunities. Synthesize findings into visual content aligned with organizational goals. Develop integrated creative briefs that are complex subject matter into clear design directives. Create visual frameworks that align with CDA's strategic messaging and brand standards. Map production workflows, media rollout strategies, and review cycles to develop multi-phase content calendars. Analyze project and campaign timelines to optimize and reduce. Implement systems to monitor content performance and adjust timelines based on analysis. Develop and publish content for CDA's official website and social media platforms using content management and scheduling tools (e.g., Sprout Social). Analyze and tailor content to meet platform-specific formats, optimize reach and engagement, and ensure consistency with campaign messaging and plain language standards. Apply search engine optimization best practices, including metadata tagging and keyword targeting, to improve content discoverability.

Ensure written and visual content reinforce narrative objectives and align with campaign messaging and brand voice. Analyze cross-platform engagement data to inform content tailoring for maximum viewer retention and conversion.

15% Accessibility, Brand, and Language Compliance

Evaluate and apply CDA accessibility standards across all visual and written content by conducting audits, identifying compliance gaps, and recommending corrective design and editorial strategies to improve usability for individuals with disabilities. Analyze content for cultural responsiveness and language access, using demographic data, community feedback, and policy benchmarks to ensure materials are linguistically appropriate and meet state-level equity and inclusion mandates. Design and manage structured review workflows in collaboration with Communications and program teams, using criteria-based assessments to verify alignment with brand guidelines, editorial quality, and accessibility requirements. Facilitate the development of multilingual and inclusive content by assessing translation accuracy, cultural appropriateness, and audience comprehension in partnership with internal reviewers and external language service providers.

Marginal Functions:

5% Performs other job-related duties as assigned.

TRAVEL: This position may require up to 5% travel within California for outreach coordination and onsite communication support during meetings, workshops, and media events.

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.

Supervisor's Signature and Date

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.

Employee's Signature and Date

HUMAN RESOURCES BRANCH USE ONLY:

STATE OF CALIFORNIA
CALIFORNIA DEPARTMENT OF AGING
DUTY STATEMENT
CDA 9003 (REV 06/2024)



☒ Duties meet class specification and allocation guidelines.

☐ Exceptional allocation, STD 625 on file.

Analyst initials: KG/PS/TB Date Approved: 10/23/2025

Revision Date (if applicable): _____

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Primary Domain(s): N/A

DESCRIPTION:

Under supervision of the Staff Services Manager II (Integrated Communications Manager) and in coordination with the Creative Services Manager, the Staff Services Analyst (SSA) assists with the analysis, preparation, and coordination of visual and written materials to support the California Department of Aging's (CDA) public education and stakeholder engagement activities. The incumbent helps design, format, and organize multimedia content that follows CDA's brand and accessibility standards and ensures materials are accurate, inclusive, and easy to understand. The SSA works collaboratively with team members to support department-wide communications and contributes to the consistent, professional presentation of CDA's programs and initiatives.

ESSENTIAL JOB FUNCTIONS:

45% Visual Communications Management

Prepare and update visual materials for reports, presentations, and outreach campaigns by collecting and analyzing content and design inputs from program areas. Organize design files and format materials according to CDA's brand and accessibility standards to ensure accuracy, clarity, and compliance. Utilize Adobe Creative Cloud, Canva, and Microsoft Office programs to edit images, templates, and layouts. Prepare drafts, incorporate feedback from supervisors and team members to maintain consistency and improve visual effectiveness. Track project timelines, coordinate review cycles, and organize final deliverables for approval and distribution, using data-driven approaches to optimize workflow. Support the creation of graphics, infographics, and short videos by editing captions, resizing visuals, and preparing files for digital or print use.

Maintain and organize shared files and inventory of communication materials by tracking usage patterns and assisting with inventory control to support timely procurement. Prepare purchase requests in accordance with departmental guidelines and assist with follow-up to ensure proper processing.

Coordinate logistics for outreach and media events, including traveling up to 5% within California, to support onsite photography, videography, and other visual communication initiatives. Assist with the setup, calibration, and operation of photography and video equipment to ensure high-quality content production. Ensure all materials and technical equipment are available, operational, and compliant with CDA standards during media and outreach activities.

Support cross-functional teams in planning, analyzing, and documenting visual components of events to enhance public engagement and organizational visibility. Review and organize photos and video clips for integration into reports or social media, ensuring content accuracy and relevance. Perform detailed proofreading, file management, and quality checks on communication materials to ensure adherence to CDA brand, accessibility, and formatting standards. Support the efficient management of digital assets by maintaining organization and accessibility, assisting in troubleshooting minor technical issues, and recommending routine improvements to enhance workflow efficiency.

35% Content Development & Formatting

Develop, analyze, and format content for newsletters, reports, and social media by gathering and analyzing information from internal sources. Review content for clarity, accuracy, and completeness, ensuring alignment with approved messaging and plain language standards. Use data to assess content engagement and recommend adjustments to improve overall communication quality. Format and upload materials using approved content management and social media tools such as Sprout Social, coordinating with team members to meet accessibility and quality standards. Organize production schedules, monitor deadlines, and track content status using spreadsheets or project management tools, proactively identifying and addressing potential delays. Collaborate with colleagues to prepare and finalize

publication files, ensuring all materials are consistent, accessible and compliant with departmental policies.

15% Accessibility, Brand, and Language Compliance

Review and evaluate materials for compliance with CDA's brand, accessibility, and language standards by applying established checklists and conducting detailed quality assurance. Identify formatting or accessibility issues such as alternative text and color contrast, or layout inconsistencies, and recommend corrective actions. Coordinate preparation of materials for translation, including compiling and formatting source documents. Review translated documents to ensure accuracy, cultural appropriateness, and readability, working closely with translators and team members. Document review results and maintain version control through final approvals. Provide feedback and suggestions to improve compliance processes and help train staff on best practices related to brand consistency, accessibility, and language standards.

Marginal Functions:

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