



State of California

Office of Data and Innovation

401 I Street Suite 200, Sacramento, California 95814

Duty Statement

☐ Current ☒ Proposed

Office/Department	Office of Data and Innovation (ODI)
Unit/Section	Strategic Initiatives
Classification	Staff Services Analyst (Limited Term)
Working title	Communications Coordinator
Position number	418-100-5157-900
Prepared date	10-22-2025
Effective date	
Name	Vacant

General Statement

Under the Supervision of the Deputy Director, Strategic Initiatives, the Staff Services Analyst (SSA) acts as a Communications Coordinator, assisting with the creation and distribution of content across various platforms to promote the brand, key messages, and programs. Key responsibilities include drafting content, such as press releases and blog posts, managing social media, creating digital content, email campaigns, analyzing campaign performance, and supporting ODI at events. The incumbent will ensure all materials align with ODI's mission and strategic goals, and may receive direction on assignments from the Directorate or other members of senior leadership.

Essential Functions

Percentage	Description
40%	Digital Strategy & Social Media Management

	• Manages the daily operations and content strategy for ODI's official social media accounts (e.g., LinkedIn, Instagram, YouTube), ensuring all posts adhere to current branding guidelines and communication policy. • Analyzes social media performance metrics (e.g., engagement, reach, and conversion) to develop actionable recommendations for improving future content and maximizing outreach effectiveness. • Develops, writes, and conceptualizes original, high-quality content, language, and graphics that translate ODI's complex technical work and policy initiatives into engaging, digestible public materials. • Produces and edits photography and short-form video content to showcase ODI's mission and portfolio of work. • Coordinates with ODI internal teams to align social media activity with program launches, training schedules, and external events.
35%	Content Development & Production • Plans and writes long-form content, including official blogs, newsletters, and external-facing materials, for wide distribution across digital and print channels. • Develops and edits key messaging and talking points for leadership and subject matter experts, ensuring clarity and consistency in public and interagency communications. • Analyzes existing communication collateral to develop strategies for content repurposing and maximizing the lifespan and impact of existing materials. • Consults with program managers across ODI to plan and schedule promotional strategies for new projects and policy announcements.
20%	Analytical & consultative strategy • Conducts independent analysis of digital engagement data and performance metrics to develop actionable recommendations for communication policy and strategic planning. • Translates complex technical information and policy concepts into clear, concise, and accessible content for both public and executive audiences. • Consults with program managers across ODI to plan promotional strategies, ensuring content aligns with organizational brand, voice, and style guidelines

Marginal Functions

5%	Administrative Support • Perform other staff assignments as appropriate and required. Attends meetings as assigned.
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Supervision Received

The Communications Coordinator (Staff Services Analyst) reports to the Deputy Director, Strategic Initiatives.

Supervision Exercised

None

Working Conditions

The employee regularly works in an indoor and climate-controlled office setting under artificial light. The employee's workstation is located in Sacramento, CA, and is equipped with standard or ergonomic office equipment. May sit for an extended period using a keyboard and video display terminal. Based on departmental or operational needs, the employee may have a teleworking option. Occasional travel may be required to attend meetings in Sacramento, offsite, conferences, and/or training classes.

Attendance

Must maintain regular and acceptable attendance at such a level as is determined ODI's sole discretion. Must be regularly available and willing to work the hours the department determines are necessary or desirable to meet its business needs. Must be able to attend virtual meetings as scheduled and assigned.

I have read and understand the duties listed above and I can perform these duties with or without reasonable accommodation. *(If you believe reasonable accommodation is necessary, discuss your concerns with the hiring supervisor.)

A Reasonable Accommodation is any modification or adjustment made to a job, work environment, or employment practice or process that enables an individual with a disability or medical condition to perform the essential functions of their job or to enjoy an equal employment opportunity.

Duties of this position are subject to change and may be revised as needed or required.

Employee Signature	Employee Printed Name	Date

I have discussed the duties of this position with and have provided a copy of this duty statement to the employee named above.

Supervisor Signature	Supervisor Printed Name	Date