

**DUTY STATEMENT**

Employee Name:	Position Number: 580-510-8338-019
Classification: Health Program Specialist I	Tenure/Time Base: Permanent / Full Time
Working Title: Communications and Outreach 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 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 the Women, Infants, and Children (WIC) Program participants, vendors, and local agencies.

The Health Program Specialist I (HPS I) serves as a highly skilled program consultant responsible for complex assignments associated with the developing, coordinating, implementing, and evaluating

major statewide California WIC program communications and outreach campaigns, projects, initiatives, and policies. The HPS I is responsible for the development and implementation of statewide recruitment, retention, and reengagement activities in collaboration with CDPH internal and external partners to identify and mitigate common barriers that hinder enrollment rates. The HPS I will develop and implement these activities, communications, and outreach practices through the application of public health knowledge, health education, strategic planning, behavior and social change theories, cultural diversity, and low literacy. This will effect statewide WIC communications and outreach campaigns and activities, including the use and management of social media platforms to expand reach and engagement.

The incumbent works under the direction of the Staff Services Manager II (SSM II) of the Communications and Special Projects Section.

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**Special Requirements**

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- ☐ Conflict of Interest (COI)
- ☐ Background Check and/or Fingerprinting Clearance
- ☐ Medical Clearance
- ☒ Travel: Statewide travel up to 5% of the time, with possible overnight stay(s)
- ☐ Bilingual: Pass a State written and/or verbal proficiency exam in
- ☐ License/Certification:
- ☐ Other:

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

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- 30% Lead, coordinate, and develop comprehensive statewide WIC communications and outreach strategies and activities to improve recruitment, retention, and reengagement/redemption (RRR + R) rates of WIC participants, including the development and management of content for social media platforms, and mitigates common barriers that hinder RRR + R rates. Provide technical consultation to CDPH WIC Division internal and external stakeholders on statewide policies and practices to support RRR + R of WIC participants, including Annual Public Outreach Announcements. Lead the development and implementation of the CDPH/WIC Communications Plan to help meet California WIC program participant needs. Serve as project manager, as required, for existing procurement and contracts that support major RRR + R campaigns and initiatives.
- 25% Facilitate collaborative development and partnerships with CDPH WIC Division external stakeholders and organizations, including but not limited to, the California Department of Social Services, California Department of Food and Agriculture, California First 5, California State Nutrition Action Council, and the Child and Adult Care Food Program for integrated program delivery and strengthen program linkages and referrals. Lead planning and facilitation of the CDPH WIC Division Outreach Committee in support of RRR + R goals. This includes coordination with CDPH WIC Division subject matter experts, management, and California WIC local agency representatives. Oversee all aspects of the committee operations, including scheduling meetings, developing agendas, securing meeting space, identifying and securing speakers, and preparing meeting presentations. Represent and prepare materials for CDPH WIC Division in conferences, presentations, workshops, webinars, and meetings to share the latest research, best practices, and updates on the California WIC program.

- 20% Collaborate with other specialists within the Communications and Special Projects Section in the development, review, and revision of California WIC program communications and outreach content, including digital outreach efforts such as website content, email campaigns, and social media messaging. Work with the Communications and Special Projects Chief and other Division management and specialists on strategies to retain and expand California WIC community and governmental partnerships with the aim of increasing public awareness of the California WIC Program. Collaborate with Department staff and other state agencies on the development of integrated program delivery and improved program linkages and referrals.
- 20% Collaborate with internal stakeholders on the development and implementation of qualitative and quantitative measurements and reports to track and assess statewide enrollment practices and identify barriers and efficiencies. Consult California WIC local agencies to provide direction and support in targeted regional communications and outreach needs and initiatives. Support the maintenance and response to email inquiries, sent to the WIC Outreach inbox, as needed.

<b>Marginal Functions (including percentage of time)</b>
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- 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: JF

Date: DEC 25