

Department of Health Care Access and Information
Duty Statement

Proposed

Employee Name VACANT	Organization Director's Office	
Position Number 441-100-5393- 700	Location Sacramento	Telework Option Hybrid
Classification Associate Governmental Program Analyst	Working Title Communications Analyst	

General Description

The Associate Governmental Program Analyst, under the direction of the Public Information Officer II in the Communications and Planning unit, is responsible for providing professional and technical support for public affairs projects within the Department of Health Care Access and Information. This position requires engagement with all staff levels including the directorate and members of the executive and senior leadership teams. The incumbent assists with the development of communications documents, social media posts, and other sensitive materials prior to release to stakeholders and the public.

Supervision Received	Under general direction, reports to the Public Information Officer II of the Communications and Planning Section in the Director's Office.
Supervision Exercised	None.
Physical Demands	Must possess and maintain sufficient strength, agility, endurance, and sensory ability to perform the duties contained in this duty statement with or without reasonable accommodation.
Typical Working Conditions	Requires use of telephone and computer, frequent contact with employees and the public, and mobility to various employee work areas and other areas of the Department of Health Care Access and Information. The standard work schedule is between 8:00 a.m. to 5:00 p.m., Monday through Friday.

Job Duties

E = Essential, M = Marginal

40% E Performs analytical tasks to monitor and implement the Communication Office Service Portfolio and Operational Plan. Assists in developing communication materials for external and internal audiences, such as articles, social media posts, newsletters, and other written communications. Researches and plans daily content for social media platforms including Facebook, LinkedIn, Instagram, BlueSky, Threads and Twitter. Coordinates social media campaigns and post information and maintain engagement on Department social media sites.

- 25% E** Writes newsletter articles, video scripts, marketing materials and other communications as assigned. Makes recommendations on communication types and ideology of themes to support communication strategies. Researches and collects information to help draft correspondence as requested by the Directorate, including special recognitions, talking points for presentations, general communications, and other materials.
- 10% E** Assists with coordinating content for the Department's intranet and external websites. Assists with the planning, design, and execution of Department wide internal webinars, division and field events, stakeholder engagement and special projects. Maintains the department's archive of digital and print communication collateral. Manages and updates the HCAI Style Guide and other communications templates.
- 10% E** Develops monthly and end-of-year reports on social media and website analytics. Serves as back-up to Public Information Officer II when necessary for media inquiries.
- 10% E** Monitors multiple email accounts and public phone lines. Ensures communications documents and materials meet department standards. Compiles and issues daily news clips to staff.
- 5% M** Perform other related duties as required.

Other Expectations

- Must be detail-oriented, have excellent communication and organization skills.
- Demonstrate a commitment to performing duties in a service-oriented manner.
- Demonstrate a commitment to discretion and conducting business in a confidential manner.
- Demonstrate ability to produce high quality, accurate work product.
- Demonstrate a commitment to support HCAI's Vision, Mission, and Goals.
- Exemplify HCAI's Values and Guiding Principles.
- Demonstrate ability to work independently, prioritize work assignments, and deliver high quality work and service.
- Demonstrate a commitment to building an inclusive work environment that promotes HCAI's diversity, equity and belonging where employees are appreciated and comfortable as their authentic selves.
- Maintain good work habits, excellent attendance, and adhere to all policies and procedures.
- Show initiative in work activities, work improvements, and identifying and correcting errors.

To Be Signed by the Employee and Immediate Supervisor

I have read and understand the duties and expectations of this position

I have discussed the duties and expectations of this position with the employee.

Employee Signature/Date

Supervisor Signature/Date