

DUTY STATEMENT**PROPOSED**

Employee Name:	Position Number: 580-370-8338-009
Classification: Health Program Specialist I	Tenure/Time Base: Permanent/Full-time
Working Title: Communications Specialist	Work Location: 1616 Capitol Avenue, Sacramento, CA 95814
Collective Bargaining Unit: R01	Position Eligible for Telework (Yes/No): Yes
Center/Office/Division: Center for Healthy Communities	Branch/Section/Unit: Substance and Addiction Prevention Branch/Public Awareness Section

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 protecting the public's health and promoting health, wellness, and equity.

Under the direction of the Health Program Manager II (HPM II) of the Public Awareness Section, the Health Program Specialist I (HPS I) functions as a communications specialist supporting the Substance and Addiction Prevention Branch's (SAPB) multifaceted, cutting-edge health communication plans around a broad range of topics, including but not limited to youth cannabis prevention; opioid misuse and overdose prevention; and problem gambling awareness. The HPS I

oversees project management; development and implementation of communication strategies and materials; and advertising campaigns designed to effectively reach multiple priority target groups. The HPS I supports branch-wide communications policy, priorities, and long-term strategies in the use of health communications to prevent substance misuse and addiction. The HPS I provides consultation in relevant meetings with local, state, and federal agencies, and community organizations. Limited in-state travel (10%) with occasional overnight stays are required.

Special Requirements

- Conflict of Interest (COI)
- Background Check and/or Fingerprinting Clearance
- Medical Clearance
- Travel: Up to 10% Travel in-state with occasional overnight stays
- Bilingual: Pass a State written and/or verbal proficiency exam in
- License/Certification:
- Other:

Essential Functions (including percentage of time)

- 30% Provides skilled technical consultation on the development and implementation of statewide health communication plans encouraging substance and addiction prevention. Develops and maintains partnerships with state, local, and community-based stakeholders and organizations to assist in increasing public relations and community awareness. Coordinates vendor public relations activities under supervision. Develops and evaluates health communication standards, guidelines, policies, and procedures. Lends public health expertise and facilitation skills to cross-sectional work groups for development, testing, and evaluation of health communications materials, trainings, interventions, and policies. Provides subject matter expertise in areas of behavioral change, health communications, and/or public awareness.
- 30% Serves as project coordinator, overseeing timelines, meetings, and progress toward deliverables. Responsible for day-to-day project monitoring to ensure the project(s) are on-track, feasible, and effective. Facilitates project meetings with SAPB staff, vendor(s), and internal and external stakeholders, including other state agencies. Working with administrative staff, serves as contract monitor and provides programmatic support to administrative processes, including reviewing invoices prior to payment.
- 20% Serves as digital/social media and website subject matter expert for health communication plans. Develops messages for social media and reviews contractor-developed messages intended for social media. Serves as liaison to the Office of Communications for all social media postings and obtains appropriate approvals through the branch, Center, Office of Communications, Directorate, and Agency, as appropriate. Supports web content development and updates to ensure accurate communication of program goals and activities, resources, and materials.
- 15% Supports a variety of time sensitive, highly visible communications project(s), including responding to media inquiries, developing presentations, developing reports, and developing materials for media events (e.g., news releases, talking points, etc.). Represents SAPB at

meetings, conferences, and when working with other governmental and private agencies. Regularly gives presentations and provides training to stakeholders and the public. Performs technical writing that supports the program, including contributing to budget change proposals, developing requests for proposals, and providing progress reports for internal and external stakeholders.

Marginal Functions (including percentage of time)

5% Perform other work-related duties as required.

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: WS

Date: February 2026