

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 and effective communications and outreach practices through the application of knowledge of public health, health education, strategic planning, behavior and social change theories, cultural diversity, and low literacy to effective 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 Supervisor II (Sup II) of the Communications and Special Projects Section.

Special Requirements

- 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:

Essential Functions (including percentage of time)

- 30% Leads, coordinates, and develops 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. Provides 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. Leads the development and implementation of the CDPH/WIC Communications Plan to help meet California WIC program participants' needs. Serves as project manager for existing procurement and contracts that support major RRR + R campaigns and initiatives.
- 25% Facilitates 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. Leads 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. Oversees all aspects of the committee operations, including scheduling meetings, developing agendas, securing meeting space, identifying and securing

speakers, and preparing meeting presentations. Represents and prepares 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% Collaborates 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. Works with the Communications and Special Projects Chief and other Division management and specialist on strategies to retain and expand California WIC community and governmental partnerships with the aim of increasing public awareness of the California WIC Program. Collaborates with Department staff and other state agencies on the development of integrated program delivery and improved program linkages and referrals.

20% Collaborates 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. Consults with California WIC local agencies to provide direction and support in targeted regional communications and outreach needs and initiatives. Supports the maintenance and response to email inquiries, sent to the WIC Outreach inbox.

Marginal Functions (including percentage of time)

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: SG
Date: 3/16/2026