

**DUTY STATEMENT**

Employee Name: <b>Vacant</b>	Position Number: <b>580-012-5595-901</b>
Classification: Information Officer II	Tenure/Time Base: Limited Term/Full Time
Working Title: Communications Specialist	Work Location: Various statewide locations are available. Location to be determined upon hire.
Collective Bargaining Unit: E48	Position Eligible for Telework (Yes/No): Yes
Center/Office/Division: Regional Public Health Office	Branch/Section/Unit: Communications 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.

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**Competencies**


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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](#).

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**Job Summary**


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This position supports the California Department of Public Health's (CDPH) mission and strategic plan by enhancing preparedness and response for emerging public health threats through provision of leadership, guidance, and advancing coordination, communication, and collaboration across a variety of complex program areas including policy, equity, public health practice, communications, access to clinical expertise, epidemiology, and pursuit of funding opportunities.

The incumbent works under the general direction of the Health Program Manager (HPM) III, Assistant Deputy Director of the Regional Public Health Office (RPHO), the Communications Specialist (Information Officer II) assists in standardizing messaging, developing materials for public consumption

including social media, public service announcements, info graphics and messaging that is culturally competent in addressing the population needs of the Public Health Region. The Communications Specialist position works closely in collaboration with CDPH's Office of Communications and other Centers as needed. The Communications Specialist team members will be directly assigned one or two of the following Public Health Regions: Rural North, Bay Area, Greater Sierra-Sacramento, Central California, Southern California, and Los Angeles; and may rotate duties as lead liaison with the CDPH Office of Communications. The Communications Specialists will work collaboratively as a team to support and provide back up to their Communications Specialist counterparts as needed.

### Special Requirements

- Conflict of Interest (COI)
- Background Check and/or Fingerprinting Clearance
- Medical Clearance
- Travel: Up to 20%
- Bilingual: Pass a State written and/or verbal proficiency exam in
- License/Certification:
- Other:

### Essential Functions (including percentage of time)

- 40% Serve as the subject matter expert directly assigned to support one or more designated Public Health Region(s) and report directly to the HPM III, Assistant Deputy Director of RPHO. Rotate with Other Communications Specialists as lead liaison with the CDPH Office of Communications. Responsible for developing complex communication plans and guidance on behalf of RPHO. Research, write, edit, and disseminate impact stories, news releases, fact sheets, newsletters, articles, and other material for distribution to the media and the public, and ensure information is presented accurately. Develop materials for public consumption including social media, public service announcements, info graphics and messaging that is culturally competent, addressing the population needs and ensuring standardization in messaging. Ensure all documentation and communication produced by the RPHO are compliant with the Americans with Disabilities Act (ADA). Work in partnership with the designated Public Health Region, other RPHO staff assigned to Public Health Regions (epidemiologists and program coordinators) and CDPH's Office of Communications team to support and provide technical assistance to county Public Information Officer teams regarding communications and messaging. Builds and maintains relationships with local jurisdiction PIOs and community-based organization (CBO) leaders to foster partnerships and communication channels between regional public health partners, stakeholders, and the State. Coordinates regional technical assistance from CDPH to local health jurisdictions (LHJs) on communications, best practices, and tactics. Represents the Regional Health Office at local events and before LHJ staff and health officers.
- 35% Performs robust daily media monitoring and reporting, maintain thorough media lists, and distribute press materials, as needed. Monitors broadcast and print media, maintains files of news clips and other background information. Manages and develops media/public relations-related Departmental web pages and sharepoint pages, materials and communications collateral, and ensures all documents are ADA compliant. Develops and maintains a database of Public Health Region related questions and answers and plans and executes proactive external communication responses.

20% Coordinates and supports regional communications forums and meetings with LHJ partners and Leadership. Provides support to the RPHO leadership team in creating a forum for gathering information to identify local public health emerging priorities and statewide policy issues. Support the department goal to provide expertise to the smaller or resource poor health departments particularly in the areas of communications. Support the processing and tracking of Public Records Act (PRA) requests dealing with Public Health Region support.

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

5% Performs 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: J.A.**  
**Date: APRIL 26**