

DUTY STATEMENT

Employee Name: Vacant	Position Number: 580-510-5393-909
Classification: Analyst II	Tenure/Time Base: Permanent / Full Time
Working Title: Strategic Planning and Communications Analyst	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 / Strategic Planning and Innovation Unit

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 Women, Infants, and Children (WIC) program participants, vendors, and local agencies.

The incumbent works under the general direction of the Chief, Strategic Planning and Innovation Unit, Supervisor I (Sup I). The Analyst II performs the more responsible, varied, and complex technical analytical staff services assignments related to the coordination and support of CDPH WIC Division and California WIC program development activities. The Analyst II is responsible for co-leading strategic planning, website, and other digital platform development and maintenance, the development of media, and the ongoing quality improvement of CDPH WIC Division strategic planning efforts and California WIC program communications and content development processes.

Special Requirements

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

Essential Functions (including percentage of time)

- 35% Independently analyzes, researches, and applies the Department and CDPH WIC Division policies and procedures to ensure CDPH WIC public-facing websites meet the requirements and needs of internal and external stakeholders. Acts as liaison to and collaborates closely with the CDPH Office of Communications on maintaining public facing CDPH WIC websites. Reviews, remediates, and tests CDPH WIC electronic documents for accuracy, organization, and accessibility for end users in accordance with Web Content Accessibility Guidelines and Americans with Disabilities Act standards. Contributes technical expertise to CDPH WIC Division management toward transformative technology solutions and strategies related to web and digital platform maintenance. Develops and maintains a CDPH WIC Division-wide approval process for website changes, including implementation of internal policies and procedures and ensuring that website submitters follow website protocols. Maintains up-to-date knowledge about Department policies, processes, and industry best practices related to the development and maintenance of websites and other digital platforms.
- 25% Acts as a lead analyst in the development, coordination, and implementation of the CDPH/WIC Division's strategic planning initiatives, priorities, and objectives, employee engagement efforts, and organizational performance and quality improvement efforts. Co-leads the technical oversight and coordination in the development and revision of the CDPH WIC Division strategic plan that is aligned with California WIC program goals and objectives. Maintains up-to-date knowledge about strategic planning best practices. Develops employee engagement content and activities, such as onboarding materials for new hires.
- 20% Leads the time-sensitive development and submission of the annual WIC state plan to the United States Department of Agriculture (USDA) from initiation to completion. Liaises with

USDA and internal stakeholders for the purposes of completing state plan deliverables. Communicates requirements and provides guidance and support to internal stakeholders during the state plan development process. Co-leads the organization and cataloguing of various documentation associated with state plan development and submission. Identifies project risks and issues through all development and submission phases. Provides review and oversight of state plan documentation for completion and accuracy.

15% Coordinates the establishment and revision of CDPH WIC Division guidance materials, such as the CDPH WIC Division Style Guide, in consultation with CDPH WIC Division management and subject matter experts in order to establish consistency across all California WIC program communications materials. Supports the coordination of responses to inquiries from the media, local partners, advocates, and the general public, as appropriate. Supports the development of communications and outreach materials, such as materials that utilize data visualization by analyzing data and creating infographics to display data clearly and easily.

Marginal Functions (including percentage of time)

5% Perform 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: KS	Date 4/29/26		