

POSITION STATEMENT

1. POSITION INFORMATION

Civil Service Classification Analyst II	Working Title Digital Marketing Analyst
Name of Incumbent <i>Click here to enter text.</i>	Position Number 314-5393-976
Section/Unit Digital Marketing Office	Supervisor's Name
Division Strategic Communications	Supervisor's Classification Supervisor I
Branch Public Affairs Branch	Duties Based on: <input checked="" type="checkbox"/> Full Time <input type="checkbox"/> Part Time - Fraction <i>Click here to enter text.</i>
	Revision Date 5/13/2026

2. REQUIREMENTS OF POSITION

Check all that apply:

- | | |
|--|--|
| <input type="checkbox"/> Conflict of Interest Filing (Form 700) Required | <input type="checkbox"/> Call Center/Counter Environment |
| <input type="checkbox"/> May be Required to Work in Multiple Locations | <input checked="" type="checkbox"/> Requires Fingerprinting & Background Check |
| <input type="checkbox"/> Requires DMV Pull Notice | <input type="checkbox"/> Bilingual Fluency (<i>specify below in Description</i>) |
| <input checked="" type="checkbox"/> Travel May be Required | <input type="checkbox"/> Other (<i>specify below in Description</i>) |

Description of Position Requirements (*e.g., qualified Veteran, Class C driver's license, bilingual, frequent travel, graveyard/swing shift, etc.*)

Click here to enter text.

3. DUTIES AND RESPONSIBILITIES OF POSITION

Summary Statement (Briefly describe the position's organizational setting and major functions)

The rapid growth of digital means the Employment Development Department (EDD) must find viable ways to reach and inform targeted audiences through a variety of digital marketing tools and channels. Currently, the EDD is actively utilizing social media marketing, email marketing, and more, to promote its vital programs, services and initiatives. This includes the multi-year initiative EDDNext, a modernization effort to transform the customer and employee experience.

Under the direction of the Digital Marketing Manager (Supervisor I) within the Public Affairs Branch, the Digital Marketing Analyst performs at the full journey level; independently collaborates with all areas to communicate the Department's mission by developing and implementing program-specific digital marketing efforts to improve the delivery of information through an array of digital channels, platforms, and devices to internal and external customers.

The incumbent is fully responsible for digital marketing campaigns from concept design to implementation. This includes developing strategy, performance tracking and ensuring on-time deliverables. Must be comfortable on camera and can develop strategy and personally create authentic content for short form video to use on social media channels. Additionally, the incumbent shall lead and support task forces, committees, and work groups to market EDD programs and services for online and digital platforms.

3. DUTIES AND RESPONSIBILITIES OF POSITION *(continued)*

Percentage of Duties	Essential Functions
40%	<p>Use established, industry accepted principles of marketing and outreach to independently develop strategies and appropriate messaging for target audiences that can be shared easily and quickly through various digital channels, platforms, and devices. Content includes web and email copy that can be distributed through EDD social media platforms, online publications, and mass email communications. Formulate, for management approval, policies and procedures for all digital marketing channels and avenues that will safeguard the EDD brand and identity.</p> <p>Plan, develop and execute social media content and campaigns and adjust social media plans based on research and data. Develop strategy and personally create authentic content for short form video to use on social media channels. Use video editing tools, in-app features to edit content to be current, relevant and according to industry best practices.</p> <p>Track, compile and analyze social media analytics across the EDD's owned channels to inform future decision making. Work with content authors, managers, and stakeholders to use plain language and brand standards to review, edit, and finalize messaging with attention given to proofreading, organizing ideas, synthesizing information with purposeful visuals, and turning objectives and messages into compelling narratives.</p> <p>Apply knowledge of promotional marketing; advertising development, placement, and assessment; public outreach strategies; branding; and project management techniques to promote EDD programs and services. Develop and present information clearly and articulate in both oral and written form; establish effective working relationships with all groups/individuals to develop/expand marketing campaigns; and analyze situations accurately to take effective action.</p>
20%	<p>Sustain an online presence and marketing database for all education and outreach efforts. Prepare complex plans, keep assigned projects moving on time, ensure brand and messaging compliance, conduct analytics to measure effectiveness of communication initiatives, and make recommendations for continuous improvement. Implement performance metric systems, track total campaign reach, and understand analytics to report on campaign results with various stakeholders. Confer with marketing manager and prepare reports on project assignment status and due dates.</p>
15%	<p>Work collaboratively with partners and stakeholders in and outside Public Affairs to initiate and implement visual design concepts for EDD social media pages, EDD public-facing website, intranet sites, email marketing campaigns, and other digital mediums that are engaging, and accurate while adhering to department standards. Work cross functionally to be sure all Digital Marketing team efforts are vetted, reviewed and approved prior to publication.</p>
10%	<p>Analyze department marketing and communication needs and adopt effective course of action. Ensure effective cadence, messaging, voice, ADA compliance, and branding of communications that are distributed by EDD.</p>

10%

Provide marketing and communications assistance and work in collaboration with other units within the EDD on projects as assigned by the Digital Marketing Manager or Chief of Strategic Communications. Provide backup for other marketing staff during absences and perform other duties as assigned.

5%

Stay current with best practices, strategies, and industry standards related to digital marketing to champion continuous advancement of EDD resources and capabilities. Conduct research and data gathering techniques to compile information, including user feedback. Maintain knowledge of *Associated Press Stylebook* and apply internal style guides. Work independently and in teams to conduct meetings, if necessary.

Civil Service Classification

Associate Governmental Program Analyst

Position Number

280-3314-5393-976

[Click here to enter text.](#)

**** AFTER SIGNATURES ARE OBTAINED:**

- **SEND A COPY OF POSITION STATEMENT TO HRSD (VIA YOUR ATTENDANCE CLERK) TO FILE IN THE EMPLOYEE'S OFFICIAL PERSONNEL FILE (OPF)**
- **FILE ORIGINAL IN THE SUPERVISOR'S DROP FILE**
- **PROVIDE A COPY TO THE EMPLOYEE**