

DUTY STATEMENT



CURRENT
 PROPOSED

CIVIL SERVICE CLASSIFICATION Analyst II		WORKING TITLE Marketing & Communications Analyst (BL) "MarComs Analyst" (BL)		
PROGRAM NAME Division of Labor Standards Enforcement		UNIT NAME HQ Policy, Enforcement & Training Unit		
ASSIGNED SPECIFIC LOCATION Los Angeles, Van Nuys, Long Beach, Riverside or San Bernardino			POSITION NUMBER 400 – XXX-5393-XXX	
BARGAINING UNIT R01	WORK WEEK GROUP 2	BILINGUAL POSITION Yes	CONFLICT OF INTEREST FILER Yes	BACKGROUND CHECK No

General Statement

Under the direction of the Assistant Deputy Chief of Policy, Enforcement and Training, the Analyst II ("Marketing & Communications Analyst" (BL) or "MarComs Analyst" (BL) monitors and consults with department subject experts to coordinate the department's marketing requests, and to expand the department's engagement in order to fulfill the department's mission to educate employers, workers and community-based organizations. The Marketing & Communications Analyst performs the critical analysis of the Department of Industrial Relations' external content (online, audio, video, social messaging and printed materials) to ensure they are aligned with the Department's vision, goals and objectives. The Marketing & Communications Analyst (BL) is essential in aligning the Division's outreach and education efforts within the Department's broader vision, goals and objectives.

Candidates must be able to perform the following essential functions with or without reasonable accommodations.

Percentage of Time Spent	Duties <u>Essential Job Functions</u>
40%	<p>Marketing Content Development, Monitoring and Publishing</p> <p>Creates and executes marketing strategies to promote topics related to DIR with collaboration and approval from Office of External Affairs (OEA) leadership. Uses social media posts, email engagement, online newsletters, digital and print outreach material, as well as traditional news release, radio scripts, and other methods in marketing strategies.</p> <p>Develops and maintains monthly social media calendars to reinforce DIR's online identity. Works with DIR Creative Services team to create graphics and videos. Create written verbiage for social media and outreach publications in collaboration with the Digital Marketing Manager and OEA leadership.</p> <p>Monitors performance and analytics of published posts and engagement to provide analytic reports to leadership.</p> <p>Posts approved content on DIR's public platforms following internal approval and reporting for published content in line with policies from the Office of External Affairs.</p>

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	<p>Works with the Digital Marketing Manager, other OEA leadership and DIR subject experts to create and publish an internal employee newsletter twice a month.</p> <p>Travels to outreach and education events in California where DIR is participating to take pictures and video for social media posts.</p> <p>*Minimum of 10% Spanish performing these duties. Specific functions in Spanish include reviewing written Spanish translations, translating written English to Spanish and speaking in Spanish. Tasks include reviewing and editing translation of text for social media posts and outreach material and providing written responses to messages in Spanish on social media.</p>
40%	<p>Creative Services Support</p> <p>Works with OEA Leadership and DIR multimedia marketing subject matter experts to to create short videos for use across various media platforms.</p> <p>Collaborates with the Creative Team to craft messaging that effectively promotes campaigns and multimedia content.</p> <p>Assists in the production and editing of visual and audio content, including video scripts, motion graphics, presentations, and infographics, ensuring alignment with brand guidelines and campaign objectives.</p> <p>Assists OEA Leadership, DIR multimedia marketing subject matter experts with project management and workflow of the DIR's online publications library, keeping it updated and effective.</p> <p>Works with Creative Team to ensure records and materials are properly saved and archived, manage drafts and versions, produce reports on workflow and project status.</p> <p>Assists with gathering, recording and reporting customer input and requirements for creative services projects. Ensure customer input is tracked and incorporated.</p>
15%	<p>Customer/Team Member Experience and Digital Engagement</p> <p>Support the development and implementation of DIR's Brand Guide and Style Guide.</p> <p>Assist with website content review, publication review, and other content analysis from a user experience and external affairs perspective.</p> <p>Adapt projects and strategies to the audience, including employers in California, vulnerable and low-wage workers, multilingual communities and more. Provide recommendations and input on customer and audience experience.</p>
Percentage of Time Spent	Marginal Job Functions



5%	Performs other job-related duties as assigned
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Conduct, Attendance, and Performance Expectations

This position is designated as bilingual Spanish and requires fluency in Spanish and English in reading, writing, communicating, and editing. The incumbent will be required to utilize bilingual skills while performing the duties of this position.

Position will require travel Statewide travel within the state (25-50%). This position also requires responsiveness to the public, media and attendance of public meetings outside of normal business hours.

The incumbent is expected to maintain a hybrid work schedule with a minimum of two days per week in the office or more, based on operational needs. The employee will be required to travel outside of their workstation to make periodic visits for departmental events and to perform other general tasks. This position requires the incumbent to maintain acceptable, consistent and regular attendance at such level as is determined by business needs; communicate effectively in dealing with the public and/or other employees; develop and maintain knowledge and skill related to methodologies, materials, tools, and equipment; complete assignments in a timely and efficient manner; and adhere to departmental policies and procedures regarding attendance, leave, and conduct. Must be regularly available and willing to work the hours the Department determines are necessary to meet its business needs.

The Marketing & Communications Analyst is expected to demonstrate a positive attitude and commitment to providing accurate, timely, comprehensive service and exceeding customer expectations.

Supervision Received

The incumbent will work under the direction of the Assistant Deputy Chief of HQ Policy, Enforcement and Training and may receive assignments from Supervisors and Managers, OEA leadership, DIR Multimedia Marketing leadership and other designated leadership. The incumbent will work under the direction of the Assistant Deputy Chief of HQ Policy, Enforcement and Training and may receive assignments from Supervisors and Managers, OEA leadership, DIR Multimedia Marketing leadership and other designated leadership.

Supervision Exercised

None

Work Environment, Special Requirements/Other Information, Physical Abilities, Additional Requirements/Expectations, and Personal Contacts

Work Environment

Duties are primarily performed in a climate-controlled office setting possibly in a high-rise building; cubicle or shared work space under artificial light, utilizing computer screens and other office equipment; may drive a state vehicle for field work, trainings and other related work. While in the field, exposure to dirt, odors, noise, fumes, uneven surfaces, stairs, high-rise buildings, extreme weather conditions, and fast moving equipment may occur. The incumbent is required to work extensively on



the computer as necessary for email communication, research, and other purposes.

Special Requirements/Other Information

This position is designated as bilingual Spanish and requires fluency in Spanish and English in reading, writing, communicating, and editing. The incumbent will be required to be certified by the American Translators Association (ATA) or a documented equivalent or have a Bachelor's degree in Translation and Interpretation from an ATA-approved school.

The incumbent will be required to utilize bilingual skills while performing the duties of this position.

Position will require Statewide travel within the state (25-50%). The incumbent will be required to travel to video filmings, public events, meetings and departmental events. This position also requires responsiveness to the public, media and attendance of public meetings outside of normal business hours.

Physical Abilities

The incumbent will be required to be stationary for long periods of time while in the office and/or while driving to and from field activities, trainings. The incumbent will also traverse various ground surfaces and/or buildings while out in the field. The incumbent will be required to travel to video filmings, public events, meetings and departmental events. The ability to use a computer, telephone and other office equipment such as copiers and scanners is necessary. The position requires the work at a computer for extended periods of time, and to move and transport office items in a safe manner.

Additional Requirements/Expectations

The Incumbent routinely works with sensitive and confidential issues and/or materials and is expected to maintain the privacy and confidentiality of documents and topics pertaining to individuals or to sensitive program matters at all times. The Incumbent is expected to demonstrate rapid progress in learning the fundamentals of the job in a professional manner and establish cooperative working relationships with others.

Personal Contacts

The incumbent will need to interact with groups of individuals from various socioeconomic and cultural backgrounds in an impartial, tactful, patient, and professional manner. These groups include, but are not limited to, the following: low-wage workers, employers and their representatives, the general public, other governmental agencies and partners, and staff members from other units within the Division.

The incumbent has daily contact with other staff within the DIR's Director's office, DLSE's Labor Commissioner's office, and will also has frequent contact with staff in other DIR divisions, programs and units, as well as frequent contact with stakeholders.

Employee Acknowledgment

I have read and understand the duties listed above and certify that I possess essential personal qualifications including integrity, initiative, dependability, good judgment, and ability to work cooperatively with others; and a state of health consistent with the ability to perform these assigned duties as described above with or without reasonable accommodation. If you believe a reasonable accommodation is necessary, discuss your concerns with the hiring supervisor. If unsure of a need for

