

**DUTY STATEMENT**

DS 3022 (06/2026)

**DEPARTMENT OF DEVELOPMENTAL SERVICES  
ADMINISTRATION DIVISION  
HUMAN RESOURCES BRANCH  
OUTREACH**

**DUTY STATEMENT**

**JOB TITLE:** Analyst II**POSITION #:** 472-521-5393-XXX**WORKING TITLE:** Talent Outreach Specialist**EMPLOYEE:**

**POSITION DESCRIPTION:** The Analyst II performs complex, professional-level analytical work with a high degree of independence within the Department of Developmental Services (Department) Human Resource Branch (HRB) Outreach Unit. The incumbent serves as the lead content strategist and creator for recruitment marketing materials, digital communications, and web-based recruitment platforms, supporting the department's workforce outreach and talent acquisition efforts. The Analyst II develops, implements, and maintains the department's presence across external recruitment channels and online platforms to attract and engage qualified candidates. The incumbent is responsible for planning, coordinating, and representing the department at career fairs, recruitment events, and other external outreach initiatives, as well as leading special recruitment projects. The incumbent provides strategic guidance on messaging, branding, and outreach efforts to ensure consistency, effectiveness, and alignment with departmental recruitment goals.

**SUPERVISION EXERCISED:** No supervision exercised.

**SUPERVISION RECEIVED:** Reports to, and under general direction of, the Outreach Manager (Supervisor I).

**EXAMPLES OF DUTIES:**Essential Job Functions:

- 30% Under general direction, plans, organizes, and implements ongoing departmental outreach and recruitment initiatives through third-party recruitment platforms and online job boards. Develops and executes targeted recruitment strategies for hard-to-fill and critical classifications by leveraging web-based recruitment tools, digital marketing techniques, and external talent acquisition resources. Research, evaluates, and cultivates relationships with external recruitment vendors, professional organizations, and industry partners to expand outreach opportunities and enhance candidate engagement. Serves as a departmental representative by providing prospective applicants with accurate and comprehensive information

regarding the department's mission, programs, career opportunities, and organizational culture. Maintains a thorough understanding of departmental operations and service delivery models to effectively communicate how programs support individuals and communities throughout the state. Ensures consistent, engaging, and mission-focused messaging across digital recruitment platforms and outreach channels.

- 30% Develops and oversees comprehensive recruitment and outreach materials that strategically educate, inform, and promote the Department's mission, workforce needs, and employment opportunities. Directs the design, procurement, inventory management, and distribution of recruitment materials, ensuring resources are effectively deployed to maximize outreach and candidate engagement. Evaluates the effectiveness of recruitment activities by tracking, analyzing, monitoring outreach metrics and candidate data, and prepares analytical reports and dashboards for HRB leadership to support data-driven decision-making. Oversee and monitor the department and CalCareers website intranet content, and social media to ensure accuracy, consistency, branding alignment, accessibility, and responsiveness to emerging recruitment trends. Maintain and enforce branding standards across all recruitment and outreach materials to ensure a cohesive and professional departmental image.
- 15% Monitor and review applicant information on external applicant tracking systems. Contact qualified applicants regarding employment opportunities. Review and analyze ATS data and trends and report metric findings to management. Serve as a liaison between the Department and external recruitment representatives. Coordinate participation and attend job fairs and conferences to provide potential candidates with accurate employment information, including salaries, benefits, working conditions, minimum requirements, interview processes, clearances, and state employment information.
- 15% Collaborate with the Office of Communications to maintain brand consistency and ensure continuity across social media and recruitment platforms. Serves as the primary point of contact for internal inquiries related to outreach activities and the use of outreach materials and equipment. Acts as the subject matter expert for digital advertising and content development within the HRB.

Marginal Job Functions:

- 5% Recommends alternate options for recruitment to increase candidate pools for classifications with high vacancy rates. Continually monitors the department's intranet webpage and trending job advertisement platforms to monitor content's visual presence. Facilitate system changes by coordinating input and involvement with IT and/or necessary programs. Responsible for ensuring content is always accurate and up to date with current departmental branding guidelines.

5% Provides coverage with routine functions including minimum qualification determinations, preparation of job bulletins to the California Department of Human Resources vacant position database. Other duties as assigned within the scope of the classification.

**WORKING CONDITIONS:** Work is performed in an open-spaced, partitioned office environment in downtown Sacramento. Frequent travel will be required, including overnight travel. This position is a hybrid, in-office/telework position, and may be subject to change. Incumbent can be required to report to the office, or any designated location at any time. Telework agreements can be modified and/or cancelled at any time.

**DESIRABLE QUALIFICATIONS:**

Knowledge of: Personal computers, copy machines; technical aspects of personnel management; effective communication, good judgement when interacting with the public and professional staff; good computer skills; principles and practices of public personnel management; classification and pay principles used in analyzing and describing positions; social media advertising, content development, advertising metrics; state of California selection process; current marketing trends; branding strategy; design principles; graphic design; accessibility; industry trends; graphic design principles and visual content creation.

Ability to: Demonstrate good judgment, maintain confidentiality and tact; work independently and meet deadlines while managing multiple assignments; interact positively with staff at all levels and demonstrate a willingness to take extra steps to promote quality service; provide excellent customer service by reporting to work on time and being available to customers and staff, during normal business hours; follow directions and take effective action to complete assignments with accuracy, precision, and neatness; understand and adhere to company branding guidelines and accessibility requirements; perform research in various personnel fields; interpret and apply laws, rules, standards, and procedures; analyze data and present ideas and information effectively; translate business needs into visuals without sacrificing quality; communicate clearly.

**CERTIFICATION OR LICENSE:** None.

\_\_\_\_\_  
Employee Name  
(Print)

\_\_\_\_\_  
Employee Signature

\_\_\_\_\_  
Date

\_\_\_\_\_  
Supervisor Name  
(Print)

\_\_\_\_\_  
Supervisor Signature

\_\_\_\_\_  
Date

Employee and Supervisor acknowledge that by signing this Duty Statement that they have discussed and agree to the expectations of the position.