

POSITION DUTY STATEMENT

DOT PM-0924 (REV 01/2025)

CLASSIFICATION TITLE Analyst II	OFFICE/BRANCH/SECTION Communication Branch/Division of Procurement and Contracts	
WORKING TITLE Web and Marketing Analyst	POSITION NUMBER 702-019-5393-XXX	REVISION DATE 05/28/2026

As a valued member of the Caltrans team, you make it possible to improve lives and communities through transportation.

GENERAL STATEMENT:

Under the direction of the Supervisor I, the Web and Marketing Analyst (Analyst II) is part of a team responsible for the Division of Procurement and Contracts (DPAC) communications program, which includes maintaining the DPAC internal and external websites, developing training modules, marketing, and administrative support. The Web and Marketing Analyst utilizes various software and programs to maintain the Division's website content, create new web pages, and design marketing materials such as brochures, flyers, and presentations. This position requires the ability to work independently and actively contribute as part of a team to ensure continuous knowledge transfer with team members.

CORE COMPETENCIES:

As a Analyst II, the incumbent is expected to become proficient in the following competencies as described below in order to successfully perform the essential functions of the job, while adhering to and promoting the Department's Mission, Vision, Values, Strategic Imperatives and Goals. Effective development of the identified Core Competencies fosters the advancement of the following Leadership Competencies: Change Commitment, Risk Appetite, Self-Development/Growth, Conflict Management, Relationship Building, Organizational Awareness, Communication, Strategic Perspective, and Results Driven.

TYPICAL DUTIES:

Percentage Essential (E)/Marginal (M) ¹	Job Description
50% E	Analyze, design, develop, and maintain DPAC's internal and external websites. Review and manage web content requests for appropriateness, and work with various content contributors to maintain and update web pages, images, links, documents, etc. Research, develop, and recommend effective web solutions and changing technologies to meet the evolving needs of DPAC. Follow website development best practices and industry standards. Make edits to the DPAC Intranet site using Drupal. Design, develop, and maintain the DPAC external site following Caltrans web accessibility standards and utilizing approved, established templates. Create and maintain a working partnership with DPAC content contributors and the Caltrans Information Technology (IT) Web Design and Support Team to troubleshoot issues and maintain and enhance website functionality. Required knowledge of HTML, CMS, CSS, Sitecore, Drupal, Articulate (Rise 360), Microsoft Forms, Microsoft Office, Adobe PDF management, Adobe Photoshop, Adobe XD, Text Editor or IDE, Web Browser, Google Analytics and knowledge of ADA accessibility laws. Update DPAC intranet site according to Caltrans Web Accessibility Standards and cross train peers as needed.
15% E	Perform special projects as assigned. Ensure DPAC's websites contain accurate, current, and relevant information. Research, write, prepare, edit, and distribute various communications on behalf of the DPAC Communications Branch and/or DPAC. This may include, but is not limited to, news articles, reports, division and statewide email communication, training modules, etc. Manage and maintain official DPAC email communications, including the creation and maintenance of distribution lists. Develop and maintain information bulletins to communicate new policies, processes, and/or procedures. Develop surveys/polls and create subsequent reports utilizing SharePoint and/or other Online tools. Identify opportunities for improvement and develop strategies and plans to address those improvement opportunities. Develop reports, correspondence, charts, graphs, presentations, and special studies as needed.

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15%	E	Develop and propose marketing strategies for various DPAC communications and/or events. Utilize various software applications, including, but not limited to, Adobe Creative Suite, in order to design marketing materials, such as brochures, rack cards, flyer's, etc., for the promotion of DPAC programs and services. Partner with Caltrans Public Affairs and Reprographics Unit to ensure marketing materials conform to Caltrans graphic standards and style guides. Utilize Adobe Creative Suite (Photoshop, and Illustrator, etc.) to design graphics and marketing materials, such as brochures, flyers, and presentations for the promotion of DPAC programs and services. Partner with Caltrans Public Affairs and Reprographics Unit to ensure marketing materials conform to Caltrans graphic standards and style guides. Propose marketing strategies for various DPAC communications and/or events. Ensure the division's websites meet Department web accessibility standards and comply with the accessibility requirements of the Americans with Disabilities Act (ADA). Section 508 of the Rehabilitation Act of 1973. and Web Content Accessibility Guidelines. Establish partnerships and collaborate with DPAC supervisors and managers on content development and management. Ensure DPAC's websites contain accurate, current, and relevant information.
15%		Develop partnerships with Caltrans Districts and Divisions to identify customer needs and opportunities. Partner with subject-matter experts and managers in the analysis, design, implementation, and evaluation of training programs conducted throughout Caltrans on a wide variety of topics. Working in conjunction with DPAC Communications Branch staff, manage the online DPAC Training and Events Calendar
5%		Act as backup to other Communications Branch staff. Perform special projects as assigned.

¹ESSENTIAL FUNCTIONS are the core duties of the position that cannot be reassigned.

MARGINAL FUNCTIONS are the minor tasks of the position that can be assigned to others.

SUPERVISION OR GUIDANCE EXERCISED OVER OTHERS

This position does not supervise others, but may serve in a lead capacity during the Branch Chiefs absence.

KNOWLEDGE, ABILITIES, AND ANALYTICAL REQUIREMENTS

- Adobe Creative Suite software applications, including Illustrator, Photoshop, Articulate (Rise 360)and SharePoint
- Web and graphic design best practices and Web Content Accessibility Guidelines (WCAG)
- Microsoft Office software applications, including PowerPoint, Excel, and Word
- English grammar and punctuation
- Caltrans Mission, Vision, Goals. and Objectives
- General knowledge of laws, policies, and procedures related to State contracting and procurement

Ability to:

- Explain complex policies, processes, or procedures
- Understand and adapt to current and evolving technology solutions
- Communicate clearly and effectively in all settings
- Identify opportunities to implement best business practices and solve problems
- Effectively research, gather, analyze, and present data
- Write clear and well-organized policies, procedures, reports, and briefing documents
- Manage multiple priorities and complete assignments accurately and timely
- Analyze data and make sound recommendations
- Make effective presentations
- Reason logically and learn rapidly
- Work well independently and as a team member
- Inspire confidence and gain cooperation from staff and management
- Build cooperative working relationships with others
- Implement business process changes effectively

RESPONSIBILITY FOR DECISIONS AND CONSEQUENCES OF ERROR

The incumbent must be able to exercise good Judgment to fulfill their comprehensive responsibilities. Errors in judgment or Inadequacies in recommendations and decisions could result in loss of credibility, inadequate budget development, insufficient contract monitoring, and loss of funds, which could negatively impact DPAC.

PUBLIC AND INTERNAL CONTACTS

The incumbent independently confers with all levels of staff and management in Caltrans. The incumbent is in regular contact

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with the IT Web Design and Support Team, Public Affairs, Reprographics Unit, Learning and Development Office, Administration Divisions, and Resource Management. The Web and Marketing Specialist will promptly and accurately respond to Internal clients, and demonstrate a positive attitude and a commitment to provide quality service that is accurate, timely, and meets our customers' expectations.

PHYSICAL, MENTAL, AND EMOTIONAL REQUIREMENTS

Travel may be required in carrying out the training responsibilities of this position. The employee may be required to sit or stand for long periods of time using a keyboard and video display terminal. May also be required to lift, carry, and move boxes of material from one location to another. Employee will be required occasionally to bend, stoop, kneel, pull or push objects, grasp objects, stand for long periods of time, and twist the body or neck in a sideways motion, either seated or standing. Employee must have the ability to multi-task, adapt to changes in priorities, and complete tasks or projects with short notice. Employee must sustain mental activity needed for reviewing material, auditing, problem solving and reasoning. Employee may deal with difficult people and must have the ability to develop and maintain cooperative working relationships; resolve emotionally charged issues reasonably and diplomatically; consider and respond appropriately to the needs, feelings, and capabilities of different people in different situations; and be tactful and treat others with respect.

WORK ENVIRONMENT

While at the base of operation, the Incumbent will work in a climate-controlled office under artificial light. However, due to periodic problems with heating and air conditioning, the building temperature may fluctuate. This position will also require the Incumbent to be able to telework at DPAC Management's discretion and adhere to all DPAC Management policies and procedures governing this arrangement.

I have read, understand and can perform the duties listed above. (If you believe you may require reasonable accommodation, please discuss this with your hiring supervisor. If you are unsure whether you require reasonable accommodation, inform the hiring supervisor who will discuss your concerns with the Reasonable Accommodation Coordinator.)

I agree that by providing my electronic signature for this form, I agree to conduct business transactions by electronic means and that my electronic signature is the legal binding equivalent to my handwritten signature. I hereby agree that my electronic signature represents my execution or authentication of this form, and my intent to be bound by it.

EMPLOYEE (Print)

EMPLOYEE (Signature)

DATE

I have discussed the duties with, and provided a copy of this duty statement to the employee named above.

SUPERVISOR (Print)

Sheba Ruark

SUPERVISOR (Signature)

DATE