

DUTY STATEMENT

EMPLOYEE VACANT		RPA # / JOB CONTROL # 26-104 / JC-523732	
POSITION NUMBER 040-130-5393-XXX	CLASSIFICATION Analyst II	WORKING TITLE Communications Analyst	
DIVISION External Affairs and Compliance	SECTION/UNIT Public Affairs and Outreach	CBID S01	WWG E
WORK DAYS Monday through Friday	WORK HOURS Supervisor Discretion	TENURE Permanent	TIME BASE FT

CONFLICT OF INTEREST CLASSIFICATION

This position is designated under the Conflict of Interest Code and is responsible for making, or participating in the making, of governmental decisions that may potentially have a material effect on personal financial interests. The appointee is required to complete a Form 700 within 30 days of appointment. Failure to comply with the Conflict of Interest Code requirements may void the appointment.

Conflict of Interest Classification? ☒ Yes ☐ No

DEPARTMENT OVERVIEW

The California Victim Compensation Board (CalVCB) is a state program dedicated to provide financial assistance to victims of crime and help them restore their lives. At CalVCB, we work to reduce the impact of crime on victims' lives. We reimburse crime-related expenses, connect victims with services and support, and do all we can to inform and empower victims.

Our Mission: CalVCB is a trusted partner in providing restorative financial assistance to victims of crime.

Our Vision: CalVCB helps victims of crime restore their lives.

EMPLOYEE ACKNOWLEDGEMENT

I have read and understand the duties of this position and I 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 the assigned duties as described above with or without reasonable accommodation. (If you believe reasonable accommodation is necessary, discuss your concerns with the hiring supervisor. If unsure of a need for reasonable accommodation, inform the hiring supervisor, who will discuss your concerns with the Office of Civil Rights).

EMPLOYEE'S NAME (Print) Vacant	EMPLOYEE'S SIGNATURE	DATE
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SUPERVISOR ACKNOWLEDGEMENT

I certify this duty statement represents current and an accurate description of the essential job functions of this position. I have discussed the duties of this position with the employee and provided the employee a copy of this duty statement.

SUPERVISOR'S NAME (Print)	SUPERVISOR'S SIGNATURE	DATE
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GENERAL STATEMENT

Under direction of the Supervisor II, the Analyst II supports CalVCB's strategic communications activities by planning, evaluating, coordinating and carrying out the essential communications tasks necessary to successfully educate Californians about compensation available to victims and how to access services.

**PERCENTAGE
OF TIME
SPENT**
DUTIES**%****ESSENTIAL JOB FUNCTIONS**

50%

Content Development, Stakeholder and Media Engagement: Develops content for the CalVCB's public affairs team and the organization, as directed.

- Writes and finalizes content for the website, media responses, press releases, fact sheets, newsletter articles, informational bulletins, the annual report, social media, videos, advertising content, key messages, and other materials. Evaluates data and coordinates with subject matter experts as necessary.
- Participates in the development and design of digital communications including infographics, videos, newsletters, etc. Distributes newsletters and organizational updates to stakeholders using mass e-mail as needed. Manages distribution lists for stakeholders including law enforcement liaisons. Shares law enforcement liaison information with program staff regularly.
- Proactively make recommendations for engaging the media and other stakeholders through targeted communications and media strategies. Analyzes audience needs by considering data, geography, language needs, accessibility, etc.
- Conducts analysis and research to respond to media inquiries. Researches editor and publication background, pulling relevant news stories and outlining information important to prepare for media interviews. Helps facilitate article corrections as directed. Maintains and updates media contact databases. Tracks media mentions daily and distributes as appropriate.
- Facilitates written and in-person communications with the Government Operations Agency regarding media inquiries, public record act requests, and other organizational updates.
- Reviews written materials to ensure they align with plain language principles, are at the appropriate reading level, follow CalVCB's Style Guide, are accessible, and are translated as appropriate.
- Assists with the development of annual communication plan that evaluates internal and external data including Department of Justice crime data and CalVCB application data, as well as Executive Office priorities to determine how to prioritize stakeholders and media communication efforts and spending.

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25%	Website, Graphic Design, and Social Media Support: Provides support for website updates, graphic design, and social media tasks as needed including as a back-up. - Assists with maintaining the department's website content using WordPress including updating and reviewing pages, documents, and links. Verifies accurate display, seamless navigation, and excellent user experience across desktop and mobile devices. - Assists with the implementation of enterprise web content standards, accessibility (WCAG 2.1), and style protocols in alignment with state digital publishing policies and department branding requirements. - Assists with the development of digital and print assets including fact sheets, forms, social media graphics, website graphics, and more using Canva and Adobe Creative Suite. - Stays current on emerging design tools, animation platforms, and digital communication trends recommending and adopting new technologies to advance the department's visual communications strategy.
15%	Internal Communications: Develops and finalizes engaging internal written and digital content to keep CalVCB apprised of organizational activities. - Collaborates with internal staff to develop engaging content about organizational successes, activities, and information that is published to CalVCB's intranet in a timely manner. Ensures CalVCB's intranet homepage content is interesting, relevant, and up to date. - Assists with the implementation of employee engagement activities in coordination with the Executive team or other teams.
10%	Marginal Job Functions - Works on special projects as assigned by the executive team. - Assists with procurements and contract management. - Assist with outreach events if needed. - Performs other job-related duties as directed.

DESIRABLE QUALIFICATIONS

- Excellent written and verbal communication skills.
- Knowledge of the following software programs: WordPress, Adobe Creative Suite, Canva, Microsoft Teams, SharePoint, Word, Excel, and Outlook.
- Ability to analyze audience needs and user behavior data and apply findings to communications strategy and design decisions.
- Knowledge of plain language principles and visual hierarchy best practices as applied to public-facing communications.
- Experience planning, filming, and editing video content for web and social media delivery, including knowledge of accessibility requirements such as closed captioning and audio descriptions.
- Knowledge of digital-first design principles and the ability to adapt print-based materials into effective digital formats optimized for web and mobile delivery.
- Experience managing projects from inception through delivery, including scoping, scheduling, vendor coordination, and quality control.
- Experience coordinating with outside vendors or contractors, including managing timelines, reviewing deliverables, and maintaining professional working relationships.

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- Knowledge of web accessibility standards (WCAG 2.1) and ability to apply them to digital design and multimedia production.
- Strong communication and interpersonal skills and ability to collaborate effectively with subject matter experts, technical staff, executives, and external vendors.
- Ability to work independently, manage multiple projects simultaneously, meet deadlines, and respond to urgent requests.
- General knowledge of the department's mission, goals, and policies to ensure work aligns with overall unit and division objectives.
- General knowledge of governmental functions and organization at the state and local level to maintain and foster effective working relationships with partners.

PERSONAL CHARACTERISTICS AND EXPECTATIONS

- Demonstrated ability to act independently and as a member of a team with open-mindedness, flexibility, and tact.
- Demonstrated ability to communicate clearly and effectively in writing, to engage in clear communications with all stakeholders and members of the media and to recognize and appropriately address sensitive topics.
- Ability to effectively handle stress and deadlines in a fast-paced work environment.
- Ability to exercise good judgement, analyze problems quickly, and take appropriate action. Bad judgement and/or decisions may impact the department's reputation.
- Ability to problem-solve and use critical and creative thinking to effectively perform work.
- Display good interaction skills and the ability to deal professionally, congenially and in a personable manner with the public, other governmental entities, and staff at all levels.
- Communicate successfully in a diverse community as well as with individuals from varied backgrounds.
- Understand, follow and enforce all safety rules and procedures.
- Be supportive of management and coworkers.
- Maintain the confidence and cooperation of others.
- Ensure deadlines are met.
- Manage multiple & changing priorities.
- Maintain acceptable, consistent, and regular attendance.
- Develop and maintain knowledge and skill related to the job.
- Complete assignments in a timely and efficient manner.

PHYSICAL ABILITIES

- Typical work requires prolonged sitting using a computer and telephone.
- Common eye, hand, and finger dexterity is required for most essential functions.
- Grasping and making repetitive hand movements in the performance of daily duties.