

DUTY STATEMENT

Employee Name: VACANT	Position Number: 580-530-8338-021
Classification: Health Program Specialist I	Tenure/Time Base: Permanent / Full-Time
Working Title: Communications and Education Specialist	Work Location: 850 Marina Bay Parkway, MS 8200 Richmond, CA 94804
Collective Bargaining Unit: R01	Position Eligible for Telework (Yes/No): Yes
Center/Office/Division: Center for Family Health / Genetic Disease Screening Program	Branch/Section/Unit: Program and Policy Branch / Communications and Education Unit

All employees shall possess the general qualifications, as described in California Code of Regulations Title 2, Section 172, which include, but are not limited to, integrity, honesty, dependability, thoroughness, accuracy, good judgment, initiative, resourcefulness, and the ability to work cooperatively with others.

This position requires the incumbent to maintain consistent and regular attendance; communicate effectively (orally and in writing) in dealing with the public and/or other employees; develop and maintain knowledge and skill related to specific tasks, methodologies, materials, tools, and equipment; complete assignments in a timely and efficient manner; and adhere to departmental policies and procedures.

All California Department of Public Health (CDPH) employees perform work that is of the utmost importance, where each employee is important in supporting and promoting an environment of equity, diversity, and inclusivity, essential to the delivery of the department's mission. All employees are valued and should understand that their contributions and the contributions of their team members derive from different cultures, backgrounds, and life experiences, supporting innovations in public health services and programs for California.

Competencies

The competencies required for this position are found in the classification specification for the classification noted above. Classification specifications are located on the [California Department of Human Resources' Job Descriptions webpage](#).

Job Summary

This position supports the California Department of Public Health's (CDPH) mission and strategic plan by developing communication plans, education programs, and planning outreach activities for all sections and programs within the Genetic Disease Screening Program (GDSP) Division. The Communications and Education Unit ensures education, outreach, and health communications are accessible, culturally appropriate, and aligned with public health best practices.

The incumbent works under the direction of the Health Program Manager (HPM I), Chief of the Communications and Education Unit. The Health Program Specialist I (HPS I) functions as a highly skilled technical program consultant responsible for performing duties relating to the planning,

developing, coordinating, implementing, and evaluating communications and education programs and activities for the GDSP Division. The HPS I provides expert consultation and assists in the development of complex communication strategies, education materials, and outreach plans that support the Division's mission and goals.

This position requires the incumbent to function independently, communicate effectively orally and in writing, provide consultation/technical assistance and maintain/develop skills related to GDSP.

Special Requirements

- ☒ Conflict of Interest (COI)
- ☐ Background Check and/or Fingerprinting Clearance
- ☐ Medical Clearance
- ☐ Travel:
- ☐ Bilingual: Pass a State written and/or verbal proficiency exam in
- ☐ License/Certification:
- ☐ Other:

Essential Functions (including percentage of time)

- 30% Provides highly skilled, specialized, and complex technical assistance to GDSP as well as providing consultation, partnership, and coordination with GDSP program managers and state partners to facilitate the communication of information to and from GDSP to stakeholders, providers, and program recipients related to GDSP programs. Coordinates, plans, implements, and evaluates the development of complex, high-stakes health education materials for the entire GDSP by writing patient education materials in a suitable literacy-level and a culturally appropriate manner, including designing written materials using available computer software, developing layout and producing graphics and illustrations using computer and other design techniques for the development of various documents (newsletters, patient/provider fact sheets and handbooks, videos, public service announcements, etc.) to support GDSP's work. Creates and/or oversees creation of storytelling and presentations using videos, social media, blogs, infographics, professional texting, interactive activities, and other relevant modalities that would be appropriate for working with diverse, low-resource, and low-literacy communities. Uses cloud-based programs for email blasts, surveys, and other communications. Works with website coordinator to design web pages. Edits and prepares all documents/materials consistent with government document accessibility requirements, the GDSP document review process, and the requirements of CDPH's Office of Communication. For printed materials, works closely with the state printer or other printing vendor to prepare final document specifications and develop necessary steps to distribute printed materials to targeted audiences.
- 25% Researches and develops cutting-edge evidenced-based techniques for effective public health outreach education and communication. Researches best practices using materials available through professional literature and reputable Internet sites and by conferring with fellow Health Program Specialist staff. Assesses provider and patient education needs through the development of surveys and focus groups when needed. Incorporates findings and knowledge gained into strategies to facilitate the flow of information required to support changes in, and for the effective maintenance of GDSP, including the development of Continuing Medical

Education (CME) courses. Supports stakeholder communications by working with various California providers, professional societies, advocacy organizations, and health care insurers. Participates in appropriate interagency efforts to coordinate the promotion and/or the evaluation of program policies and services. Coordinates high-level division wide public health campaigns with GDSP program leads.

- 20% Serves as lead in developing, organizing, and monitoring the implementation of comprehensive communication plans. Identifies gaps and weaknesses in current approaches, in part by regularly completing a comprehensive review of health education materials that need to be updated or rewritten to meet the needs of any new program policies and procedures. Analyzes current trends, researches and evaluates various types of data from appropriate sources, and conducts needs assessments to determine target audiences to develop new strategies to communicate key messages with selected target audiences, including plans to measure the effectiveness of new materials and educational activities.
- 10% Leads consultation with subject matter experts (SME) and division leadership to develop talking points, presentations, bill analyses, media responses, and other drills as needed under tight deadlines. Ensures the completion of these materials through the document review process, making copy edits and collaborating with SMEs as needed. Ensures that GDSP uses consistent messaging across its materials.
- 10% Assists in the development and management of contracts with outside agencies to develop select materials related to outreach, education, and communications aimed at increasing public awareness of GDSP throughout California. Researches, identifies, and engages with appropriate vendors to develop targeted content. Works with the Operational Support Section staff on the competitive bidding process and assists with the development of the scope of work for contracts and monitors various aspects of contract compliance, including project deliverables, timelines, and budgets.

Marginal Functions (including percentage of time)

- 5% Performs other work-related duties as assigned.

☐ I certify this duty statement represents an accurate description of the essential functions of this position. I have discussed the duties and have provided a copy of this duty statement to the employee named above.

☐ I have read and understand the duties and requirements listed above and am able to perform these duties with or without reasonable accommodation. (If you believe reasonable accommodation may be necessary, or if unsure of a need for reasonable accommodation, inform the hiring supervisor.)

Supervisor's Name:	Date	Employee's Name:	Date
Supervisor's Signature	Date	Employee's Signature	Date

HRD Use Only:

Approved By: Brittany Hanson

Date: 7/13/26