

**DEPARTMENT OF JUSTICE
OFFICE OF THE ATTORNEY GENERAL
DIRECTORATE DIVISION
OFFICE OF COMMUNICATIONS
DIGITAL SECTION**

NAME:

CLASSIFICATION: Information Officer I (Specialist)

WORKING TITLE: Digital Content and Web Accessibility Strategist

STATEMENT OF DUTIES: Under the direction of the Supervisor II within the Digital Section, Office of Communications, Directorate Division, the Information Officer I (Specialist) functions as a Digital Content and Web Accessibility Strategist who has responsibility to perform assignments directly related to disseminating, and ensuring broad accessibility of, public information and education associated with the Attorney General's Office through digital platforms. The Digital Content and Web Accessibility Strategist will consult with and advise executive staff on new opportunities and issues of importance related to the Department of Justice's (DOJ) activities.

SUPERVISION RECEIVED: Reports to the Supervisor II of the Digital Section, Office of Communications. May also receive direction from the Deputy Director and Director of the Office of Communications as needed.

SUPERVISION EXERCISED: None.

TYPICAL PHYSICAL DEMANDS: May be required to travel throughout the state.

TYPICAL WORKING CONDITIONS: In a remote work environment, home office, or similar environment. At the office, an enclosed or open-spaced cubicle in a smoke-free environment. Occasional travel is required.

ESSENTIAL FUNCTIONS:

- 50% Assesses, reviews, conceives, and drafts digital content, including rotating and dynamic bulletins and banners, informational pages, and special projects for California DOJ's external website and internal intranet pages. Performs Americans with Disabilities Act (ADA) compliance checks and remediates digital content. Translates data, analytics, and complex legal and law enforcement information into concise user-friendly digital content.
- 20% Monitors, evaluates, and develops strategic website design and format for user experience, accessibility, and to meet departmental needs. Gathers and uses analytics and usage information to help guide strategic decisions and assess audience needs. Utilizes Search Engine Optimization to ensure maximum visibility of priority messages. Develops reporting materials on website content and usage to help guide strategic communications plans.

Assists in the development of website graphics to meet audience and stakeholder needs.

- 20% Regularly meets with internal stakeholders including the Web Team and program areas, and tracks content ownership and develops plan and recommendations for regular updates and needs assessments. Supports digital posting of publications and materials.
- 10% Provides support to the Supervisor II of the Digital Section and Director of Communications with communications materials and other projects as assigned.

I have read and understand the essential functions and typical physical demands required of this job (please check one of the boxes below regarding a Reasonable Accommodation):

☐ I am able to complete the essential functions and typical physical demands of the job without a need for a reasonable accommodation.

☐ I am able to complete the essential functions and typical physical demands of the job, but will require a reasonable accommodation. I will discuss my reasonable accommodation request with my supervisor.

☐ I am unable to perform one or more of the essential functions and typical physical demands of the job, even with a reasonable accommodation.

☐ I am not sure that I will be able to perform one or more of the essential functions and typical physical demands of the job, and will discuss the functional limitations I have with my supervisor.

Employee's Signature Date

Supervisor's Signature Date