

DUTY STATEMENT



☒ **CURRENT**

☐ **PROPOSED**

CIVIL SERVICE CLASSIFICATION Analyst II		WORKING TITLE Marketing & Communications Analyst (BL) "MarComs Analyst" (BL)		
PROGRAM NAME Division of Labor Standards Enforcement		UNIT NAME Headquarters (HQ)		
ASSIGNED SPECIFIC LOCATION Bakersfield, Fresno, Long Beach, Los Angeles, Oxnard, Riverside, Santa Ana, San Bernardino, San Diego, Salinas, Van Nuys		POSITION NUMBER 400 – XXX-5393-XXX		
BARGAINING UNIT R01	WORK WEEK GROUP 2	BILINGUAL POSITION Yes	CONFLICT OF INTEREST FILER Yes	BACKGROUND CHECK No

General Statement

Under the direction of the Assistant Deputy Chief of Policy, Enforcement and Training, the Analyst II (Bilingual Marketing & Communications Analyst) develops, designs and executes the Division's communications and marketing strategic plan, and to expand the division's engagement in order to fulfill the division's vision and mission to empower employers, workers and community-based organizations. The Bilingual Marketing & Communications Analyst develops and designs materials for public dissemination and conducts critical analysis of the division's external multilingual content (online, audio, video, social messaging and printed materials) to ensure they are aligned with the division's vision, goals and objectives. The Bilingual Marketing and Communications Analyst is essential in ensuring the Division's outreach and education efforts in accordance with the Divisions statutory obligations to reach vulnerable worker populations and law abiding employers.

Candidates must be able to perform the following essential functions with or without reasonable accommodations.

Percentage of Time Spent	Duties <u>Essential Job Functions</u>
30%	Marketing Content Development, Monitoring and Publishing Creates and executes marketing strategies to promote topics related to DLSE's jurisdictions in collaboration and approval from Division leadership. Uses social media posts, email engagement, online events, digital and print outreach material, as well as social media posts, videos, radio scripts, interviews and other methods in marketing strategies. Develops and maintains weekly social media posts to amplify workers' rights, employer obligations and increase access to Division resources. In consultation with the DIR Creative Services team will create graphics and videos. Create written verbiage for social media and outreach publications in collaboration division SME's and with approval of the Labor Commissioner or her designee. Monitors performance and analytics of published posts and engagement to provide analytic reports to DLSE leadership. Posts content on DLSE's public platforms following internal approval and reporting for published content in line with policies from the Office of External Affairs.

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	Travels to outreach and education events in California to capture pictures, conduct recorded interviews and video for social media posts and other communications to increase awareness of protections and access to the Division. Utilizes verbal Spanish language proficiencies to communicate with members of the public.
30%	Creative Services Support Works with OEA, DLSE subject experts and DLSE leadership to create short videos for use across various media platforms. In collaboration with the Creative Team crafts messaging that effectively promotes campaigns and multimedia content to increase awareness of protection and Division resources. Assists in the production and editing of visual and audio content, including video scripts, motion graphics, presentations, and infographics, ensuring alignment with brand guidelines and campaign objectives. With approval of the Labor Commissioner or their designee, assists OEA Multimedia Marketing Supervisor with project management and workflow of the DLSE's online publications library, keeping it updated and effective. Works with Creative Team to ensure records and materials are properly saved and archived, manage drafts and versions, produce reports on workflow and project status. Assists with gathering, recording and reporting customer input and requirements for creative services projects. Ensure customer input and enforcement outcomes are tracked and incorporated. Assists with gathering, recording and reporting customer input and requirements for creative services projects. Ensure customer input and enforcement outcomes are tracked and incorporated.
20%	Media and Communications In line with the Division's strategic plan, the incumbent works in coordination with the department's communications team to develop relationships with relevant reporters and build articles to highlight the Division's work. Working with Division SME's, the incumbent develops expertise on the Divisions substantive work, including challenges and outcomes to inform developing narratives to amplify the Division's impact.
15%	Customer/ Team Member Experience and Digital Engagement With approval of the Labor Commissioner, or their designee, incumbent will assist with the DLSE website content review, publication review, and other content analysis from a user experience and external affairs perspective. Adapt projects and strategies to the audience, including employers in DLSE's strategic industries, low-wage workers, low literacy audience, multilingual communities and more. Provide recommendations and input on customer and audience experience to improve operations and increase reach. And prepare frequent reports with outreach and enforcement outcomes.

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Percentage of Time Spent	Marginal Job Functions
5%	Performs other job-related duties as assigned, i.e. representing DLSE in community meetings or events, etc.

Conduct, Attendance, and Performance Expectations

This position is designated as bilingual Spanish and requires fluency in Spanish and English. The incumbent will be required to utilize bilingual skills while performing the duties of this position.

Position will require travel Statewide travel within the state (50%) or more depending on operational need. This position also requires responsiveness to the public, media and attendance of public meetings outside of normal business hours.

The incumbent is expected to maintain a hybrid work schedule with a minimum of two days per week in the office/field or more, based on operational needs. The employee will be required to travel outside of their workstation to make periodic visits for departmental events and to perform other general tasks. This position requires the incumbent to maintain acceptable, consistent and regular attendance at such level as is determined by business needs; communicate effectively in dealing with the public and/or other employees; develop and maintain knowledge and skill related to methodologies, materials, tools, and equipment; complete assignments in a timely and efficient manner; and adhere to departmental policies and procedures regarding attendance, leave, and conduct. Must be regularly available and willing to work the hours the Department determines are necessary to meet its business needs.

The Marketing & Communications Analyst is expected to execute duties aligned with a trauma-informed approach in all interactions with colleagues and the public, demonstrate a positive attitude and commitment to providing accurate, timely, comprehensive service and exceeding customer expectations.

Supervision Received

The incumbent will work under the direction of the Assistant Deputy Chief of HQ Policy, Enforcement and Training and may receive assignments from other DLSE executives with approval by the Labor Commissioner or her designee.

Supervision Exercised

No supervision exercised.

Work Environment, Special Requirements/Other Information, Physical Abilities, Additional Requirements/Expectations, and Personal Contacts

Work Environment

While at their base of operation, the incumbent will work in a cubicle/office with natural and artificial lighting in an air-conditioned office building with elevator access. The incumbent is required to work extensively on the computer as necessary for email communication, research, analysis, report generation, documenting, and monitoring social media platforms. While in the field, exposure to dirt, odors, noise, fumes, uneven surfaces, stairs, high-rise buildings, extreme weather conditions, and fast moving equipment may occur.

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Special Requirements/Other Information

This position is designated as bilingual Spanish. This requires fluency in Spanish and must successfully pass a Professional Bilingual Proficiency Exam.

The incumbent will be required to utilize bilingual skills while performing the duties of this position.

Position will require Statewide travel within the state (50%) or more depending on operational need. The incumbent will be required to travel to video filming, public events, meetings and divisional events. This position also requires responsiveness to the public, media and attendance of public meetings outside of normal business hours.

Physical Abilities

The incumbent will be required to be stationary for long periods of time while in the office and/or while driving to and from field activities, training. The incumbent will also traverse various ground surfaces and/or buildings while out in the field. The incumbent will be required to travel (50%) or more depending on operational needs to video filming, public events, meetings and division events. The ability to use a computer, telephone and other office equipment such as copiers and scanners is necessary. The position requires work at a computer for extended periods of time, and to move and transport office items in a safe manner.

Additional Requirements/Expectations

The incumbent must handle sensitive and confidential materials and matters in a professional and trauma informed manner and establish cooperative working relationships with others. The Incumbent is expected to demonstrate rapid progress in learning the fundamentals of the job in a professional manner and establish cooperative working relationships with others.

Personal Contacts

The incumbent will need to interact with groups of individuals from various socioeconomic and cultural backgrounds in an impartial, tactful, patient, and professional manner. These groups include, but are not limited to, the following: low-wage workers, employers and their representatives, the general public, other governmental agencies and partners, and staff members from other units within the Division.

The incumbent has daily contact with DLSE team members, staff within the Office of External Affairs, other professionals from DIR, LWDA and the public stakeholders.

Employee Acknowledgment

I have read and understand the duties listed above and 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 these assigned duties as described above with or without reasonable accommodation. If you believe a reasonable accommodation is necessary, discuss your concerns with the hiring supervisor. If unsure of a need for a reasonable accommodation, inform the hiring supervisor who will discuss your concerns with the Medical Management Unit in the Human Resources Office.

Employee Name

Employee Signature

Employee Sign Date

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Supervisor Acknowledgment

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

Supervisor Name

Supervisor Signature

Supervisor Sign Date

HUMAN RESOURCES OFFICE APPROVAL

L.R
C&S Analyst Initials

9.9.2026
Approval Date