

DUTY STATEMENT

Employee Name:	Position Number: 580-020-4802-005
Classification: Manager II	Tenure/Time Base: Permanent/Full Time
Working Title: Web Team Manager	Work Location: Sacramento
Collective Bargaining Unit: M01	Position Eligible for Telework (Yes/No): Yes
Center/Office/Division: Executive / Director's Office	Branch/Section/Unit: Office of Communications / Web Team

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 on the classification specification for the classification noted above. Classification specifications are located on the [California Department of Human Resource's Job Descriptions webpage](#).

Job Summary

This position supports the California Department of Public Health's (CDPH) mission and strategic plan by driving digital transformation, elevating the Department's digital presence, and modernizing how CDPH communicates with Californians. The Web Team Manager (Manager II) provides strategic direction for CDPH's web ecosystem — including content, user experience, brand identity, accessibility, analytics, technology platforms, and enterprise web governance.

A visionary thinker and creative problem solver, the Web Team Manager assesses emerging trends, evaluates risks and opportunities, recommends innovative digital strategies to leadership, and leads execution of modernization initiatives. The role requires exceptional project management and change management capabilities to advance cross-departmental digital improvements and ensure CDPH delivers clear, accessible, inclusive, and engaging public health information.

The position collaborates closely with the Office of Communications' (Comms) Media, Outreach & Education, and Administration teams; with ITSD on technical planning; and with CDPH programs to support enterprise-wide digital communication excellence.

The incumbent works under the administrative direction of the Assistant Deputy Director of the Office of Communications.

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)

- 40% Lead development and implementation of CDPH's digital communications strategy, ensuring alignment with Department priorities, public facing needs, and emerging expectations of government digital service delivery. Establish and maintain enterprise-wide governance frameworks, digital policies, and web standards – including content, digital accessibility, and visual/brand identity standards – to ensure quality, clarity, accuracy, accessibility, and brand consistency across all public facing digital materials. Develop and manage project plans, timelines, and reporting for high-profile communications initiatives.

Lead or support implementation of new digital platforms and features that improve accessibility, user experience (UX), process efficiency, or public engagement. Identify digital opportunities and risks; advise senior leadership on strategies that strengthen trust, accessibility, and clarity of CDPH communications, as well as potential reputational or public relations impacts. Apply change management methodologies to advance digital modernization across CDPH.

Monitor national and global innovation in digital communications, UX, accessibility, content systems, AI assisted tools, analytics, and public health technologies. Assess viability, feasibility, and resource needs of emerging tools for CDPH's communication priorities; develop recommendations for adoption, pilots, or modernization initiatives.

- 35% Direct CDPH's web UX strategy, including design system oversight, templates, information architecture, usability testing, and continuous improvement cycles. Oversee planning, development, editing, review, approval, and publishing of digital content across CDPH websites, applications, and other digital products. Ensure content is optimized for diverse audiences and adheres to CDPH's plain language, web style, and accessibility standards. Partner with programs to ensure content strategy supports public health understanding, user experience, and CDPH communication goals.

Enhance and grow CDPH's digital analytics capabilities to more effectively assess and respond

to audience needs. Use performance trends and user behavior insights to identify content gaps, high-impact opportunities, and modernization needs – incorporating findings into editorial calendars, UX decisions, publishing priorities, and long-term content strategy recommendations. Provide actionable insights that strengthen decision making across Communications units.

Lead CDPH's digital accessibility program, ensuring compliance with Section 508, WCAG, and all federal/state accessibility requirements. Oversee accessibility testing, remediation workflows, Web Contributor training, and standards for all CDPH digital content – including documents, applications, videos, and multimedia. Collaborate with ITSD to ensure accessibility requirements are embedded into design, development, and platform configuration.

Supervise Web Team staff; oversee recruitment, hiring, onboarding, training, coaching, workload management, and performance evaluations. Oversee enterprise CMS platform management, technical enhancements, governance workflows, web contributor training, and retention policies.

- 20% Partner with ITSD leadership to align CDPH's communication strategies with enterprise technology roadmaps, platform capabilities, security standards, and statewide technical parameters. Advise ITSD on public-facing communication impacts when evaluating or implementing new technologies. Stay apprised of high-level ITSD announcements, system changes, and platform updates, and advise on internal communications strategy to help staff understand and adopt new tools. Work with ITSD to coordinate system updates, website architecture changes, technical troubleshooting, and future platform modernization.

Collaborate with Media and Outreach & Education teams to align messaging, branding, and outreach strategies across channels. Provide expert guidance to program areas on web usability, content organization, navigation, information architecture, and digital communication best practices. Participate in internal and external meetings to represent the Office of Communications.

Marginal Functions (including percentage of time)

- 5% Draft, assign, or review correspondence; prepare memoranda; and complete administrative duties necessary for efficient unit operations. Perform additional duties as assigned to support strategic communications priorities and the general operation of the Office of Communications.

☐ 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: J.A.

Date: Sept 26