

**ESSENTIAL FUNCTIONS DUTY STATEMENT**

ADM-002

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|------------------------------------|---------------------------------------------------------------------|
| <b>Classification Title:</b>       | <b>Branch/Division/Bureau:</b>                                      |
| Analyst II                         | Public and External Affairs                                         |
| <b>Working Title:</b>              | <b>Office/Unit/Section/Geographic Location:</b>                     |
| Outreach Specialist                | Sacramento/San Francisco/Los Angeles                                |
| <b>Position Number (13 Digit):</b> | <b>Conflict of Interest Position:</b>                               |
| 425-140-5393-002                   | <input checked="" type="checkbox"/> NO <input type="checkbox"/> YES |
| <b>RPA Number:</b>                 | <b>Work Schedule:</b>                                               |
| #                                  | Monday – Friday, 8:00 a.m. – 5:00 p.m                               |
| <b>Employee Name:</b>              | <b>Effective Date:</b>                                              |
|                                    |                                                                     |

**CORE VALUES/MISSION:**

The California Privacy Protection Agency's (CalPrivacy) mission is to protect Californians' consumer privacy. The Agency implements and enforces the California Consumer Privacy Act (CCPA). Its responsibilities include: 1) rulemaking in a highly complicated, technical, sometimes contested, and nuanced area; 2) supporting awareness across California's diverse population on issues related to privacy and data security, including the new rights provided to them by the law; and 3) preparing for administrative enforcement of those rights.

**POSITION CONCEPT:** Under the direction of the Information Officer II (Outreach Manager), the Analyst II (Outreach Specialist) within the Public and External Affairs Division of CalPrivacy will assist with the organization, research, and communication efforts for a comprehensive outreach program. This program will educate the general public and external stakeholders about their rights under the California Consumer Protection Act (CCPA), the Delete Act, and the Opt Me Out Act, and how to exercise these rights. These efforts will be conducted through developing and maintaining strong partnerships with diverse groups throughout the state and through large-scale external communication efforts.

**ESSENTIAL FUNCTIONS****Internal Communications**

35% Under the direction of leadership, manage the internal communication program for the agency. This includes coordinating and writing the internal monthly newsletter and drafting articles for the agency's intranet. Coordinates the internal monthly webinar series. Disseminate internal Agency policies and updates to keep staff apprised of new communication. Coordinates and manages the employee recognition program, including but not limited to onboarding survey. In addition, the Outreach Specialist will lead the logistical efforts for all-staff meetings, including booking, organizing, and coordinating quarterly all-staff meetings and weekly lunch & learns.

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**Partnership and Speaking Coordination**

- 20% Research potential partnership opportunities including with nonprofits, stakeholders, and community-based organizations. Research community events and other outreach opportunities. Coordinate with vendors on all logistics needed so the Agency can participate in events including, but not limited to, coordinating speakers, organizing booths, and creating informational brochures. Maintain current partnerships and research potential partnership opportunities with other government agencies, nonprofits, and community-based organizations throughout the state. Maintain a robust system for tracking partnership and communication efforts with these groups by using Microsoft Lists and SharePoint. Research and draft talking points for public presentations. Organize public meetings with stakeholders, specifically those related to the formal rulemaking process.
- 20% Under direction of the Outreach Manager, coordinate the agency's senior leadership and community speaking opportunities. Assist with maintaining the intake of speaking request and all deliverables for the various engagements. Work with the Outreach Manager to draft approved talking points, slide decks, materials, and logistical information in a timely manner so presenters are prepared for the event.

**External Reports and Communications**

- 20% Assist with project management and writing of the agency's annual report and quarterly external newsletter. Assist with developing and tracking of publications, collaborating with graphic designers on layout and infographics. Ensure all materials meet agency style, accessibility, and branding requirements. Monitor and reply to the agency's info email inbox.

**MARGINAL FUNCTIONS**

- 5% Performs other job-related duties as required. May be expected to coordinate consumer blog materials, and engage in public speaking.

**WORK ENVIRONMENT OR PHYSICAL ABILITIES**

- Professional office environment.
- Some travel may be required.
- Monday - Friday workweek with work outside of normal business hours, as needed. The position is part of a distributed team that involves teleworking and reporting to the office as needed/required.
- Daily and frequent use of computer and variety of office software applications.
- Ability to occupy office workstation for extended periods of time.

**I have read and understand the duties listed above and I can perform these duties with or without reasonable accommodation.** (If you believe reasonable accommodation is

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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 Health & Safety Analyst.)

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Employee Signature

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Date

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Printed Name

**I have discussed the duties of this position with and have provided a copy of this duty statement to the employee named above.**

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Supervisor Signature

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Date

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Printed Name