

DUTY STATEMENT

Employee Name:	Position Number: 580-020-5601-011
Classification: Information Officer I (Specialist)	Tenure/Time Base: Permanent/Full Time
Working Title: Social Media Specialist/Content Creator	Work Location: 1615 Capitol Ave., Sacramento, CA 95814
Collective Bargaining Unit: R01	Position Eligible for Telework (Yes/No): Yes
Center/Office/Division: Director's Office / Office of Communications	Branch/Section/Unit: Outreach and Education

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 advancing the health and well-being of California's diverse people and communities while being responsible stewards of our state's limited human and financial resources.

The incumbent works under the direction of the Information Officer II, Social Media and Digital Communications Manager, the Social Media Specialist and Content Creator plans, produces, edits, and publishes video, animation, and motion graphics content for CDPH's social media channels. The incumbent serves as one of the Department's social media subject matter experts.

The incumbent helps develop, implement, and evaluate social media strategies aligned with CDPH's public health priorities, with a focus on health equity. The incumbent also supports rapid-response and emergency public health communications and serves as backup for the Information Officer II.

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% (E) Social Media Strategy and Content Planning

Assists with developing and implementing comprehensive social media strategies aligned with CDPH's public health priorities and campaigns. Creates editorial content calendars and schedules for social media platforms such as X/Twitter, Facebook, Instagram, TikTok, Bluesky, YouTube, LinkedIn and Threads, so that relevant content is posted consistently and on time. Reviews graphic designs and copy for all social media in Asana for maximum engagement potential and compliance with CDPH social media best practices. Monitors trends in social media tools, applications, channels, design and strategy to keep CDPH at the forefront of social media innovation. Curates an evergreen library of digital content and assets for reuse.

25% (E) Video and Motion Graphics Production

Independently plans, scripts, storyboards, shoots, and edits short-form and long-form video content for CDPH social media platforms using Adobe Premiere Pro and other tools. Designs and produces animation and motion graphics using Adobe After Effects and Photoshop, including animated infographics, kinetic typography and branded graphic elements. Translates public health data and scientific information into clear, visually engaging content. Produces content in vertical, square, and horizontal formats and adapts assets to platform-specific specifications. Operates camera/iPhone, lighting, and audio equipment for field and studio productions. Develops reusable templates, including Motion Graphics Templates. Ensures all content includes accurate closed/open captions and meets accessibility and CDPH brand standards.

20% (E) Analytics, Audience Engagement, and Subject Matter Expertise

Serves as one of the Department's social media subject matter experts. Assists with deliberate planning, strategy and goal setting to build CDPH's social media presence and increase followership and engagement, with a focus on health equity. Monitors and analyzes social media performance metrics, including video completion rates, using Sprout Social or native platform insights. Generates regular reports that evaluate campaign effectiveness and identify areas for improvement and uses data-driven insights to optimize content strategies. Monitors trends in comments and questions on social media platforms and recommends posts that respond to those trends. Helps keep CDPH social media policies and procedures current.

10% (E) Rapid Response Communication and Collaboration

Uses social media to communicate timely health messages to the public, Centers/Divisions/Offices (C/D/Os), and CDPH employees. Produces time-sensitive video and graphic content during outbreaks, disasters, and other urgent events. Consults and collaborates with C/D/Os, subject matter experts and the design team on larger campaigns so that content is scientifically accurate, culturally responsive and written in plain language. Routes content through the Department's review and approval process. May be required to work outside normal business hours during emergencies.

Marginal Functions (including percentage of time)
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5% Prepares and presents upcoming social media messaging and campaigns at the monthly CalHHS social media meetings. Performs other work-related duties as assigned to maintain the efficient operations 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: OCT 26