Department of Cannabis Control
CALIFORNIA

Position Duty Statement

DCC-2409 (9/2021)

☐ **PROPOSED** ☒ **CURRENT**

Classification Title Analyst II	**Division** Public Affairs
Working Title Communications Analyst	**Office/Unit/Section/Geographic Location** Digital Communications Office
Position Number 592-510-5393-800	**Name and Effective Date**

General Statement: Under the direction of the Supervisor I, of the Digital Communications Office (Office), in the Public Affairs Division (Division) for the Department of Cannabis Control (Department), the Analyst II is responsible for analyzing outreach and education opportunities, internal and external communications, and events. Duties include, but are not limited to the following:

A. Specific Assignments [w/ Essential (E) / Marginal (M) Functions

45% (E) Communications Support

Develop and execute internal and external communication campaigns to assist with creating a positive culture within the Department, highlight positive stories and staff through storytelling opportunities, and disseminate critical messaging about the Department's work and impact on constituents and the state of California. Design and develop strategic communication materials, including handouts, social media content, and presentations, to support departmental priorities and messaging objectives. Ensure deadlines are met, approvals are obtained, and deliverables are of high quality and ready for public distribution.

Independently evaluate the effectiveness of communication efforts by analyzing engagement metrics and performance data and provide recommendations to management for continuous improvement. Propose metrics to capture engagement and outreach efforts and make recommendations for improvement to management. Analyze and update communication materials based on performance data, stakeholder feedback, and evolving program priorities. Analyze and update communication materials based on performance data, constituent feedback, and evolving program priorities

Create editorial calendars for internal and external messaging campaigns, including newsletters and email blasts. Independently develop plans to execute effective communication campaigns, coordinating closely with other divisions and the Community Relations and Digital Communications teams. Coordinate campaigns with the Public Engagement Manager.

Maintain internal intranet site with up-to-date information, utilizing the principles of user experience design to ensure good usability and function.

45% (E) Outreach and education
Work collaboratively across internal divisions to design, edit, and develop communications and outreach tools, including PowerPoint presentations, internal and external newsletters, annual reports, and other projects as assigned.

Analyze and identify outreach opportunities and develop strategic engagement approaches to effectively reach diverse stakeholders. Develop materials for those public presentations and provide support for the development of key talking points or presentation materials for the Department staff.

5% (E) Program Support and Coordination
Provides analytical and coordination support for committee meetings and all-staff initiatives, ensuring alignment with departmental communication and ADA compliance standards.

Ensures ADA-compliant communication design and accessibility standards are integrated into all internal and external communication products

5% (E) Professional Development
Participate in professional development training, as well as tasks, meetings, and activities that support programmatic and workplace diversity, equity, and inclusion.

B. Headquarters Designation
Department Field Office, Sacramento, CA 95833

C. Supervision Received
The incumbent will receive assignments and directions from the Supervisor I; however, assignments and directions may come from the Supervisor II and/or the Career Executive Assignment-A.

D. Supervision Exercised
None

E. Administrative Responsibility
None

F. Personal Contacts
The incumbent will interact with all levels of Department staff, members of the public, licensees, and industry professionals.

G. Actions and Consequences
Failure to perform timely reviews, make thorough and accurate assessments and judgments or effectively administer the laws and regulations that govern the cannabis industry may result in harm to the public, unapproved/inefficient operations of the cannabis industry, or unjustified determinations against cannabis applicants. Failure to

exercise good judgment in responding to requests for public information, or in the handling of sensitive issues may result in incorrect information being released, which could jeopardize the confidence and integrity of the Department.

H. Functional Requirements

The incumbent is expected to work 40 hours per week, 8:00 AM – 5:00 PM, Monday through Friday; however, may be expected to work specified hours based on business needs of the Division. Regular attendance and punctuality are an essential part of this job.

The incumbent is expected to work in an office setting with artificial light and temperature control. Sitting and standing requirements are consistent with work in an office setting. Daily access to and use of a computer, keyboard, mouse, and telephone is essential. Occasional lifting of 10-15 pounds may be required.

In all job functions, the incumbent is responsible for creating an inclusive, safe, and secure environment that values diverse cultures, perspectives and experiences, and is free from discrimination. The incumbent is expected to provide all members of the public with equitable services and treatment and work toward improving outcomes for all Californians.

I. Other Information

Incumbent must: maintain confidentiality, possess good communication skills, use good judgment in decision-making, exercise creativity and flexibility in problem identification and resolution, manage time and resources effectively, and be responsive to management needs.

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 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 Equal Employment Opportunity Office.)

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Employee Signature Date

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Employee's Printed Name – Classification

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 Date

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Supervisor's Printed Name – Classification

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