Employment Development Department
State of California

☒ Current
☐ Proposed

POSITION STATEMENT

1. POSITION INFORMATION	
CIVIL SERVICE CLASSIFICATION:	WORKING TITLE:
Analyst I	*Communications Analyst*
NAME OF INCUMBENT:	POSITION NUMBER:
	280-380-5157-716
OFFICE/SECTION/UNIT:	SUPERVISOR'S NAME:
Program Communication Unit	Lena Pereira
DIVISION:	SUPERVISOR'S CLASSIFICATION:
Central Office Workforce Services Division	Supervisor I
BRANCH:	REVISION DATE:
Workforce Services Branch	1/1/2026

Duties Based on: ☒ FT ☐ PT– Fraction _____ ☐ INT ☐ Temporary – _____ hours

2. REQUIREMENTS OF POSITION

Check all that apply:

☐ Conflict of Interest Filing (Form 700) Required
☐ May be Required to Work in Multiple Locations
☐ Requires DMV Pull Notice
☒ Travel May be Required
☐ Call Center/Counter Environment
☒ Requires Fingerprinting & Background Check
☐ Bilingual Fluency *(specify below in Description)*
☐ Other *(specify below in Description)*

Description of Position Requirements:
(e.g., qualified Veteran, Class C driver's license, bilingual, frequent travel, graveyard/swing shift, etc.)

Occasional travel throughout California and overnight stays.

3. DUTIES AND RESPONSIBILITIES OF POSITION

Summary Statement:
(Briefly describe the position's organizational setting and major functions)

The Program Communications Unit serves as the liaison between the Employment Development Department's (EDD) Workforce Services Branch (WSB) and Public Affairs Branch (PAB) to ensure that all communication activities, marketing materials, and web content not only conform to the Department's standards, but also represent the Department in a professional manner.

Under the supervision of the Supervisor I, the Analyst I applies the steps of completed staff work in order to perform the less complex analytical functions within the Program Communications Unit (PCU).

The incumbent possesses excellent analytical, organizational, oral/written communication skills and great attention to detail. The incumbent maintains flexibility, adaptability to change, professionalism and the ability to respond to short turnaround deadlines. Keeps management informed of the progress of projects.

Percentage of Duties	Essential Functions
40%	Assists with a variety of communication activities and responsibilities of the Unit, while ensuring compliance with EDD's written communication standards and practices. In adherence

	with departmental guidelines and subject to lead/program review, writes and edits written materials including articles, internal and external communications, marketing materials, press releases, and other media pieces involving statewide initiatives and activities conducted by the WSB. Serves as the Branch liasion for Department forms and marketing materials and with oversight from Supervisor I or lead analyst, ensures adherence to all EDD processes and guidance. Coordinates with WSB staff to ensure all communicaition materials approved through the PCU are complete, clear, conforming, and appropriately aligned with the EDD's overall communication strategy. Continually and proactively maintains knowledge of EDD programs and services through interactive engagement with subject matter experts and available staff resources.
30%	Assists with the less complex WSB web page content in consultation with appropriate program staff and PAB staff. Ensures pages meet the EDD website standards for consistent look and feel. Reviews content messaging on CalJOBS℠ and social media platforms. Prepares and submits Branch social media postings for review and approval for the Department's social media platforms. Assists with the duties associated with the publication of WSB notices and directives on the EDD website and Central Office Workforce Services Division (COWSD) SharePoint site. Analyzes documents for categorization for placement and search. As necessary, takes appropriate steps to ensure the accuracy of information in documents. Reviews the WSB public-facing documents and publications for accessibility standards; identifies documents requiring accessibility remediation. Maintains the library of publications. Develops and maintains the WSB Publications Standards Manual. Serves as the liaison with the Department's Information Technology Branch for Listserv, subscription services, and production.
15%	Assists the PAB with educational marketing campaigns. Coordinates with internal and external workforce stakeholders to identify success story leads to raise public awareness of EDD programs and services. Assists with responding to the less complex communications inquiries from internal and external staff, and various workforce partners. Assists with media requests.
10%	Provides general assistance for Clearance Tracking.
Percentage of Duties	**Marginal Functions**
5%	Performs other duties as assigned.

4. WORK ENVIRONMENT *(Choose all that apply)*

Standing: Occasionally - activity occurs < 33%	Sitting: Continuously - activity occurs > 66%
Walking: Occasionally - activity occurs < 33%	Temperature: Temperature Controlled Office Environment
Lighting: Artificial Lighting	Pushing/Pulling: Not Applicable - activity does not exist
Lifting: Not Applicable - activity does not exist	Bending/Stooping: Not Applicable - activity does not exist

Other: *Click here to enter text.*

Type of Environment:

☒ High Rise ☒ Cubicle ☐ Warehouse ☐ Outdoors ☐ Other:

Civil Service Classification	Position Number
Analyst I	280-380-5157-716

Interaction with Customers:

☐ Required to work in the lobby
☐ Required to work at a public counter
☒ Required to assist customers on the phone
☒ Required to assist customers in person
☐ Other:

5. SUPERVISION EXERCISED:

(List total per each classification of staff)

None

6. SIGNATURES

Employee's Statement:
I have reviewed and discussed the duties and responsibilities of this position with my supervisor and have received a copy of the Position Statement.

Employee's Name:

Employee's Signature: Date:

Supervisor's Statement:
I have reviewed the duties and responsibilities of this position and have provided a copy of the Position Statement to the employee.

Supervisor's Name:

Supervisor's Signature: Date:

7. HRSD USE ONLY

Classification and Pay Group (CPG) Approval

☒ Duties meet class specification and allocation guidelines.	CPG Analyst Initials	Date Approved
☐ Exceptional allocation, STD-625 on file.	YS	2/13/2026

Reasonable Accommodation Unit use ONLY *(completed after appointment, if needed)*

If a Reasonable Accommodation is necessary, please complete a Request for Reasonable Accommodation (DE 8421) form and submit to Human Resource Services Division (HRSD), Reasonable Accommodation Coordinator.

List any Reasonable Accommodations made:

Supervisor: After signatures are obtained, make 2 copies:

- Send a copy to HRSD (via your Attendance Clerk) to file in the employee's Official Personnel File (OPF)
- Provide a copy to the employee
- File original in the supervisor's drop file

Employment Development Department
State of California

☐ Current
☐ Proposed

POSITION STATEMENT

1. POSITION INFORMATION	
CIVIL SERVICE CLASSIFICATION:	WORKING TITLE:
Analyst II	*Communications Analyst*
NAME OF INCUMBENT:	POSITION NUMBER:
	280-380-5393-XXX
OFFICE/SECTION/UNIT:	SUPERVISOR'S NAME:
Program Communications Unit	*Click here to enter text.*
DIVISION:	SUPERVISOR'S CLASSIFICATION:
Central Office Workforce Services Division	Supervisor I
BRANCH:	REVISION DATE:
Workforce Services Branch	8/15/2023

Duties Based on: ☒ FT ☐ PT– Fraction _____ ☐ INT ☐ Temporary – _____ hours

2. REQUIREMENTS OF POSITION

Check all that apply:

☐ Conflict of Interest Filing (Form 700) Required
☐ May be Required to Work in Multiple Locations
☐ Requires DMV Pull Notice
☒ Travel May be Required
☐ Call Center/Counter Environment
☒ Requires Fingerprinting & Background Check
☐ Bilingual Fluency *(specify below in Description)*
☐ Other *(specify below in Description)*

Description of Position Requirements:
(e.g., qualified Veteran, Class C driver's license, bilingual, frequent travel, graveyard/swing shift, etc.)

Occasional travel throughout California and overnight stays.

3. DUTIES AND RESPONSIBILITIES OF POSITION

Summary Statement:
(Briefly describe the position's organizational setting and major functions)

The Program Communications Unit serves as the liaison between the Employment Development Department's (EDD) Workforce Services Branch (WSB) and Public Affairs Branch (PAB) to ensure that all communication activities, marketing materials, and web content not only conform to the Department's standards, but also represent the Department in a professional manner.

Under the direction of the Supervisor I, the Analyst II performs the full range of associate level analytical work, independently collaborates with internal and external customers, and is responsible for performing the more varied and complex technical work within the Program Communications Unit (PCU).

The incumbent possesses excellent analytical, organizational, oral/written communication skills and great attention to detail. The incumbent maintains flexibility, adaptability to change, professionalism and the ability to respond to short turnaround deadlines. Keeps management informed of the

progress of projects and assignments. Additionally, the incumbent shall serve as Branch lead on committees, and workgroups to assist with promoting the WSB workforce-related programs and services.

Percentage of Duties	Essential Functions
40%	Independently performs the more complex communication activities and responsibilities of the Unit, while ensuring compliance with EDD's written communication standards and practices. Writes, reviews, and edits written materials including articles, internal and external communications, marketing materials, press releases, and other media pieces involving statewide initiatives and activities conducted by the WSB.
30%	Serves as the Branch single point of contact for Department forms and marketing materials and ensures adherence to all EDD processes and guidance. Analyzes the appropriateness of these items by independently coordinating with WSB staff to ensure all materials approved through the PCU are complete, clear, conforming, and appropriately aligned with the EDD's overall communication strategy. Continually and proactively maintains knowledge of EDD programs and services through interactive engagement with subject matter experts and available staff resources.
15%	Develops and maintains the WSB web page content in consultation with appropriate program staff and PAB staff. Ensures pages meet the EDD website standards for consistent look and feel. Reviews content messaging on the CalJOBS℠ website and social media platforms. Prepares and submits Branch social media postings for the Department's social media platforms. Independently fields communications inquiries from internal and external staff, and various workforce partners.
15%	Performs all duties associated with the publication of WSB notices and directives on the EDD website and the Central Workforce Services Division (COWSD) SharePoint site. Analyzes documents for categorization for placement and search. As necessary, takes appropriate steps to ensure the accuracy of information in documents. Ensures WSB public-facing documents and publications meet accessibility standards; independently identifies documents requiring accessibility remediation. Analyzes and maintains library of publications. Serves as the liaison with the Department's Information Technology Branch for Listserve, subscription services, and production. Analyzes and provides recommendations for process improvement.
10%	Assists the PAB with educational marketing campaigns. Coordinates with internal and external workforce stakeholders to identify success story leads to raise public awareness of EDD programs and services. Assists with responding to the more complex communications inquiries from internal and external staff, and various workforce partners. Assists with media requests.
5%	Independently administers and provides technical assistance for the COWSD Clearance Tracking Site. Develops and maintains the Division's publication standards manual, templates and guidance related to the COWSD Clearance Tracking Site. Occasionally acts as a lead to PCU Staff Services Analyst to provide peer-to-peer mentoring and guidance on PCU work products.

Civil Service Classification
Analyst II

Position Number
280-380-5393-XXX

Percentage of Duties	**Marginal Functions**
5%	Performs other duties as assigned.

4. WORK ENVIRONMENT *(Choose all that apply)*

Standing: Occasionally - activity occurs < 33%	Sitting: Continuously - activity occurs > 66%
Walking: Occasionally - activity occurs < 33%	Temperature: Temperature Controlled Office Environment
Lighting: Artificial Lighting	Pushing/Pulling: Not Applicable - activity does not exist
Lifting: Not Applicable - activity does not exist	Bending/Stooping: Not Applicable - activity does not exist

Other: *Click here to enter text.*

Type of Environment:
☐ High Rise ☒ Cubicle ☐ Warehouse ☐ Outdoors ☐ Other**:**

Interaction with Customers:
☐ Required to work in the lobby
☐ Required to work at a public counter
☒ Required to assist customers on the phone
☒ Required to assist customers in person
☐ Other:

5. SUPERVISION EXERCISED:
(List total per each classification of staff)

Supervision Exercised: None

6. SIGNATURES

Employee's Statement:
I have reviewed and discussed the duties and responsibilities of this position with my supervisor and have received a copy of the Position Statement.

Employee's Name:

Employee's Signature: Date:

Supervisor's Statement:
I have reviewed the duties and responsibilities of this position and have provided a copy of the Position Statement to the employee.

Supervisor's Name:

Supervisor's Signature: Date:

7. HRSD USE ONLY

Classification and Pay Unit (CPU) Approval

☒ Duties meet class specification and allocation guidelines.	CPU Analyst Initials	Date Approved
☐ Exceptional allocation, STD-625 on file.	HV	8/15/2023

Reasonable Accommodation Unit use ONLY *(completed after appointment, if needed)*

If a Reasonable Accommodation is necessary, please complete a Request for Reasonable Accommodation (DE 8421) form and submit to Human Resource Services Division (HRSD), Reasonable Accommodation Coordinator.

List any Reasonable Accommodations made:

Civil Service Classification	Position Number
Analyst II	280-380-5393-XXX

Supervisor: After signatures are obtained, make 2 copies:

- Send a copy to HRSD (via your Attendance Clerk) to file in the employee's Official Personnel File (OPF)
- Provide a copy to the employee
- File original in the supervisor's drop file