DUTY STATEMENT

Employee Name:	Position Number: 580-345-4800-009
Classification: Supervisor I	Tenure/Time Base: Permanent/Full-Time
Working Title: Media Unit Supervisor	Work Location: 1616 Capitol Avenue, Sacramento, CA
Collective Bargaining Unit: S01	Position Eligible for Telework (Yes/No): Yes
Center/Office/Division: Center for Healthy Communities	Branch/Section/Unit: California Tobacco Prevention Program/ Media and Communications Section/ Media Unit

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 working toward achieving a tobacco-free California and to reduce tobacco-related illness and premature deaths by implementing programs to reduce tobacco use and exposure to secondhand smoke.

The incumbent works under the direction of the Supervisor II, Media and Communications Section. The Supervisor I serves as the Supervisor of the Media Unit within the California Tobacco Prevention Program (CTPP). The Supervisor I is responsible for initiating, leading, managing, facilitating, coordinating, planning, and evaluating components of the communications campaign, specifically the

paid media activities of CTPP. The Supervisor I leads and provides support to a team of professional staff, including two Marketing Specialists, one Health Program Specialist I, one University of California, Davis (UCD) Digital Communications Specialist III, and serves as contract manager for the primary paid media-advertising contractor. The Supervisor I is responsible for major components of the paid media campaign including coordinating activities of the media contractor and subcontractors; collaborating with CTPP staff and others on statewide tobacco control media campaigns; monitoring media contractors performance; developing materials for release to CDPH and Health and Human Services Agency (HHSA) executive staff and general public; and assisting in procurement, development, and contract award processes for contractors. Travel (10%) in-state and out-of-state, with occasional overnight stays.

Special Requirements

- ☒ Conflict of Interest (COI)
- ☐ Background Check and/or Fingerprinting Clearance
- ☐ Medical Clearance
- ☒ Travel: 10% Travel in-state and out-of-state with occasional overnight stays
- ☐ Bilingual: Pass a State written and/or verbal proficiency exam in
- ☐ License/Certification:
- ☐ Other:

Essential Functions (including percentage of time)

35% Directly supervises five professional staff and assigns and prioritizes all workload for Unit activities. Reviews completed assignments for thoroughness, timeliness, accuracy, and compliance with program and departmental policy and ensures staff perform assigned duties efficiently and effectively. Utilizes on-boarding, training, and performance management strategies, including progressive discipline when necessary, to ensure staff meet established performance expectations. Serves as the Contract Manager for the primary tobacco prevention advertising contractor to reach target populations with tobacco prevention and education messaging, while considering budget parameters and program objectives. Oversees all aspects of the creative development process for the advertising campaigns. Analyzes paid advertising placements and various media types utilized to ensure effective reach to multicultural and priority populations. Researches and prepares complex and sensitive correspondences including Director Action Requests, Secretary Action Requests, Governor's Office Action Requests, and controlled correspondences for the signature of Unit, Section, Branch and Department managers. Responds to public inquiries received through the Department's website. Prepares and conducts in-person or virtual subject-matter-expert trainings and technical assistance presentations related to paid media advertising campaigns at local, state, and national meetings and conferences. Assists with advertising buy audits. Coordinates state advertising with federal anti-tobacco media campaigns (e.g., Centers for Disease Control, Food and Drug Administration) and local efforts.

25% Initiates, manages, directs, facilitates, coordinates, plans, and evaluates components of the media campaign. Functions as the program expert for one or more of the special populations advertising campaigns. Provides advice and guidance to the advertising contractor and subcontractors in the development of yearly work plans for activities for Multi-Culture, Asian, and Hispanic populations. Monitors contractor performance in consultation with the Supervisor II.

Takes corrective action to address non-compliance with contractual deliverables and fiscal/administrative requirements. Seeks input from CTPP staff; conducts needs assessment activities with CTPP workgroups, competitive grant contractors, and local lead agencies to develop short-range and long-range communication plans that highlight new data; facilitates the implementation of new laws; and supports policy priorities.

15% Conducts formative research through review of the latest tobacco prevention research and tobacco industry tactics, CTPP evaluations and surveillance findings. Conducts key informant interviews with state and national tobacco control programs, CTPP workgroups, and evaluates contractor needs assessment activities to inform tobacco control strategies and media campaign messaging. Prepares written and oral presentations that summarize formative research findings, key conclusions, and communication strategy recommendations for CTPP senior management. Provides direction and guidance on focus group screening criteria, materials to be tested, tabulation of results, analysis of focus group findings, and recommendations. Represents CTPP and CDPH during ad production (e.g., pre-production meetings and ad shoots) and focus group testing. Researches, organizes, and maintains substantiation of communications efforts that verify statistics, facts, scientific notation for advertising, and other media materials.

10% Leads procurement efforts to obtain media campaign services, including developing requests for proposals that are consistent with advertising trends and practices, managing reviews and approval processes to select appropriate contractors, negotiating contracts, and overseeing workplans. Researches and prepares mailing lists of potential applications. Develops proposal criteria, review and scoring procedures and tools; recruits and trains technical reviewers; assists in the preparation of award letters; and coordinates the appeal process by ensuring the agency is notified of their ability to appeal an award decision and ensure the agency is scheduled for the appeal hearing in a timely manner. Assists in the negotiation of the contract and the processing of the subcontracts.

10% Writes, reviews, edits, and approves media ads and related materials such as: web copy, news articles, social media posts, public relations materials, TV and radio scripts, storyboards, focus group materials, fact sheets, training-related materials, presentations; letters from the public and other media unit materials as required.

Marginal Functions (including percentage of time)

5% Perform other job-related duties as required.

☐ 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: CB
Date: 11/2026