State of California
Department of
Industrial Relations

DUTY STATEMENT

☐ **CURRENT**

☒ **PROPOSED**

CIVIL SERVICE CLASSIFICATION	WORKING TITLE
Analyst III	Content Writer & Editor

PROGRAM NAME	UNIT NAME
Office of External Affairs	Creative Services

ASSIGNED SPECIFIC LOCATION	POSITION NUMBER
Sacramento	400 – 109-5402-901

BARGAINING UNIT	WORK WEEK GROUP	BILINGUAL POSITION	CONFLICT OF INTEREST FILER	BACKGROUND CHECK
R01	2	No	Yes	No

General Statement

Under the general direction of the Creative Services Manager (Supervisor II) within the Office of External Affairs (OEA), Creative Services Unit, the Analyst III serves as the primary writing and editorial specialist supporting OEA and DIR divisions, including the Office of the Director (OD), Division of Occupational Safety and Health (Cal/OSHA), Division of Workers' Compensation (DWC), Division of Apprenticeship Standards (DAS), and California Labor Commissioner's Office (LCO).

The incumbent develops, writes, reviews, and edits a wide range of internal and external communications and works closely with division points of contact (POCs) and subject matter experts (SMEs) to develop clear, accurate, and audience-appropriate content. The incumbent is responsible for translating complex labor-related, regulatory, technical, and program information into clear and accessible communications for use in marketing and communications material to benefit workers, employers, stakeholders, and the public.

The incumbent is not expected to serve as the SME for the programs or regulatory topics being communicated. The incumbent works with the appropriate division POC or SME to verify the accuracy, completeness, terminology, and intent of program information and ensures questions or inconsistencies are resolved before written materials advance through the review and approval process.

The incumbent receives assignments and direction from the Creative Services Manager and works collaboratively with and receives project-specific guidance from the Project Manager, Multimedia Marketing Manager, Digital Marketing Manager, Communications staff, division representatives, and other departmental stakeholders.

Candidates must be able to perform the following essential functions with or without reasonable accommodations.

Percentage of Time Spent	Duties **Essential Job Functions**
45%	Writing and Content Development: Serves as OEA Creative Services' primary writer and editor and develops original written content supporting departmental programs, initiatives, campaigns, events, and marketing and communication needs. Develops clear, concise, and audience-appropriate content for fact sheets, guides, brochures, newsletters, emails, web pages, presentations, outreach materials,

	project briefs, campaign materials, FAQs, and other internal and external communication products. Works with other stakeholders to write and develop scripts, voiceovers, interview questions, story outlines, and other written creative content for presentations, public events, meetings, video productions, and multimedia projects. Works directly with division POCs and SMEs to gather information, determine communication objectives, identify intended audiences, and develop content supporting specific programs and initiatives. Translates complex labor-related, regulatory, technical, and program information into clear and accessible language appropriate for workers, employers, stakeholders, community organizations, and the public while maintaining the intent of the information provided by the appropriate program or division. Adapts and repurposes approved content for multiple communication channels, including print, web, email, newsletters, social media, presentations, and video, while maintaining consistency in messaging and information. Produces and optimizes web copy for search engines that ranks well in search results and engages readers, meeting both SEO and audience needs. Helps develop social media content, including captions, headlines, calls to action, key messages, campaign messaging, and supporting copy in coordination with the Digital Marketing Manager and Marketing Analyst II.
35%	Editorial Review and Content Verification: Reviews and edits materials submitted by OEA and DIR divisions for grammar, spelling, punctuation, clarity, organization, readability, tone, consistency, and adherence to applicable OD and OEA communication, editorial, and style standards. Provides substantive editing and copyediting recommendations to strengthen organization, messaging, readability, and communication effectiveness while maintaining the technical and programmatic intent of the originating division. Provides recommendations for including images, diagrams, charts or other visuals that would directly support and compliment the content, help clarify complex information, or break up text-heavy material to improve readability and engagement. Works with the appropriate division POC or SME to verify facts, terminology, statistics, regulatory references, program information, and other technical content before materials advance through the OEA review and approval process. Identifies unclear, incomplete, inconsistent, conflicting, or potentially inaccurate information and coordinates with the appropriate POC or SME to obtain clarification and resolve questions. Reviews related materials across communication platforms to help ensure approved

	terminology, messaging, statistics, and key information remain consistent. Supports Spanish-language and bilingual communications by coordinating with bilingual staff, division representatives, SMEs, and appropriate translation resources to help maintain consistency in messaging and intent between English and Spanish content.
15%	Communications Collaboration, Standards and Internal Resources: Collaborates with the Project Manager, Multimedia Marketing Manager, Digital Marketing Manager, Communications staff, division POCs, SMEs, and other stakeholders to plan, develop, review, and refine communications supporting departmental priorities. Develops and maintains OD/OEA writing standards, editorial guidance, terminology, templates, and other resources to promote consistency and quality across departmental communications. Develops and updates internal OEA procedures, workflows, service guidelines, instructions, project briefs, templates, and other process documentation to support consistent operations and preserve institutional knowledge. Assists with developing reusable templates and resources for speeches, scripts, project briefs, fact sheets, FAQs, newsletters, campaign plans, and other frequently produced communications. Conducts background research necessary to understand assigned topics, develop informed questions, and support the development of accurate and effective written communications.
Percentage of Time Spent	**Marginal Job Functions**
5%	Special Projects and Administrative Support: Provides writing, editing, research, and communications support for special, high-profile, urgent, or time-sensitive OEA and departmental projects as assigned. Maintains organized working files, approved source content libraries, reference materials, editorial documentation, and other records associated with assigned projects in accordance with OEA procedures. Performs other related duties as required.

Conduct, Attendance, and Performance Expectations

This position requires the capacity to work with all levels of management and staff with professionalism and tact. The incumbent is expected to maintain acceptable, consistent, and regular attendance at such level as is determined at the Department's sole discretion; Must be regularly available and willing to work at the hours the Department determines are necessary or desirable to meet its business needs.

The incumbent shall communicate effectively (orally and in writing) and act appropriately in dealing with the public and/or other employees; develop and maintain knowledge and skills related to specific tasks,

methodologies, materials, tools, and equipment; complete assignments in a timely and efficient manner, perform well in a fast paced multi-tasking environment and demonstrate a high degree of independence, initiative and responsibility; and adhere to departmental policies and procedures regarding attendance, leave, and conduct.

Supervision Received

Reports directly to the Supervisor II, Creative Services Manager. May receive assignments from the Multimedia Marketing Manager, Digital Marketing Manager or Creative Project Manager. The Analyst III may also receive assignments from the OEA Deputy Director of External Affairs.

Supervision Exercised

No supervisory duties.

Work Environment, Special Requirements/Other Information, Physical Abilities, Additional Requirements/Expectations, and Personal Contacts

Work Environment

The incumbent works in an air conditioned, low-rise office building with natural and artificial lighting. In addition, the incumbent works either in a cubicle or office in close proximity to others. The position is required to work extensively on computers as necessary for drafting documents, conducting research, drafting email communication, and other purposes.

Special Requirements/Other Information

All DIR employees are expected to conduct themselves in a professional manner that demonstrates respect for all employees and others they come in contact with during work hours, during work-related activities, and anytime they represent the Department. Additionally, all DIR employees are responsible for promoting a safe and secure work environment, free from discrimination, harassment, inappropriate conduct, or retaliation.

Physical Abilities

The incumbent will work 40 hours per week, Monday through Friday. The position requires the ability to work at a computer and be in a stationary position for extended periods of time.

Additional Requirements/Expectations

The Analyst III must handle sensitive and confidential materials and matters in a professional manner and establish cooperative working relationships with others. Confidentiality must be maintained at all times.

Personal Contacts

The Analyst III has contact with Executive Leadership across the DIR and its Divisions, program and administrative managers, vendors, and OEA leadership.

Employee Acknowledgment

I have read and understand the duties listed above and certify that I possess essential personal qualifications including integrity, initiative, dependability, good judgment, and ability to work cooperatively with others; and a state of health consistent with the ability to perform these assigned duties as described above with or without reasonable accommodation. If you believe a reasonable

accommodation is necessary, discuss your concerns with the hiring supervisor. If unsure of a need for a reasonable accommodation, inform the hiring supervisor who will discuss your concerns with the Medical Management Unit in the Human Resources Office.

Employee Name	Employee Signature	Employee Sign Date

Supervisor Acknowledgment

I certify this duty statement represents a current and accurate description of the essential functions of this position. I have discussed the duties of this position with the employee and provided the employee with a copy of this duty statement.

Supervisor Name	Supervisor Signature	Supervisor Sign Date

HUMAN RESOURCES OFFICE APPROVAL

IS	11/4/2026
C&S Analyst Initials	Approval Date