Employment Development Department
State of California

☐ Current
☒ Proposed

POSITION STATEMENT

1. POSITION INFORMATION	
CIVIL SERVICE CLASSIFICATION:	WORKING TITLE:
Analyst II	Paid Family Leave Outreach Analyst
NAME OF INCUMBENT:	POSITION NUMBER:
Click here to enter text.	280-309-5393-877
OFFICE/SECTION/UNIT:	SUPERVISOR'S NAME:
Paid Family Leave Outreach Unit	Miriam Gonzalez
DIVISION:	SUPERVISOR'S CLASSIFICATION:
Central Office, ARU 309	Supervisor I
BRANCH:	REVISION DATE:
Disability Insurance	1/16/2020

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.)

Up to 50% travel may be required to attend statewide Education and Outreach events and deliver presentations.
The bilingual Outreach Analyst will provide Spanish-language customer service through verbal, written, and interpretive communication.

3. DUTIES AND RESPONSIBILITIES OF POSITION

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

Under direction of the Supervisor I, the incumbent works in a lead capacity either independently or in a group setting to perform the more complex Paid Family Leave (PFL) Outreach Unit duties. The incumbent exercises independent judgment in the performance of the more difficult outreach and awareness efforts for the State Disability Insurance (SDI) program with a primary focus on PFL. The incumbent may act in a lead capacity, coordinating PFL outreach activities of various staff and assisting in training entry level outreach analysts.

Civil Service Classification
Analyst II

Position Number
280-309-5393-877

Percentage of Duties	Essential Functions
30%	Performs the more varied, complex, analytical assignments, in a lead capacity; researches, analyzes, develops, coordinates, implements, and tracks outreach strategies in support of the DI Branch. Researches, analyzes, develops, and tracks identified outreach issues, in order to present and recommend solutions in support of DI Branch. Coordinates and participates in statewide PFL outreach efforts and trainings to identified external customers at the local level. Plans, schedules, and participates in PFL focused outreach-related conferences, webinars, and workshops. Prioritizes and implements activities to promote a uniform and cohesive outreach message that enhances program imagery of the SDI program and related PFL benefits (will be assigned a specific region to focus on PFL outreach efforts). Seeks, establishes, and sustains partnerships with employers, field office staff, and other internal and external program stakeholders to disseminate program information and implement special projects. Provides recommendations to management and external branch entities, regarding outreach policy and procedure improvements, using data analysis and methods to evaluate and track outreach efforts. Presents findings to management for approval. Applies findings and formulates changes to outreach content and materials. Establishes and maintains two-way communication with the EOU management and unit members.
25%	Develops and ensures presentations are prepared timely, organized, and include the appropriate level of detail. Facilitates/participates in outreach presentations on the SDI program, with a primary focus on PFL awareness, services, and benefits to entities within the Department, as well as other public and private entities, including, but not limited to, claimants, employers, medical professionals, state and county agencies, and community-based organizations. Oversees development and implementation of regional PFL outreach campaigns and activities and recommends specialized communication and outreach, as appropriate. Reviews, edits, researches, analyzes, and develops various outreach informational materials, such as brochures, posters, briefing statements, newsletter articles, and online information, including Internet webpages for the DI Branch's internal and external customers for content accuracy and message consistency. Ensures content information within all outreach assignments is accurate, consistent, and current. Plans and participates in outreach-related conferences, webinars, and workshops; prioritizes and implements activities to promote a uniform and cohesive outreach message and program image; evaluates the effectiveness of outreach plans and adjusts outreach strategy accordingly.
20%	Develops various complex reports relating to outreach and branch activities that are assigned to the unit. Composes outreach letters to external customers and articles for publication; revises marketing materials for accuracy and areas of improvement. Researches, analyzes, and responds to PFL program inquiries from the legislature, media, employers, medical providers, program advocates, and other program stakeholders. Acts as a liaison between internal Employment Development Department (EDD) entities to ensure external PFL customer facing information is consistent with the SDI program and PFL information and correspondence. Analyzes and develops responses to PFL program inquiries from the legislature, media, employers, medical providers, program advocates, and other program stakeholders. Monitors and tracks these responses and provides management with updated statuses and reports.
10%	Works with EDD Branch marketing/outreach representatives in coordinating, scheduling, and participating in both SDI program and PFL outreach activities. Participates in work groups or projects. Represents the DI Branch on PFL outreach-related task forces and committees and is a liaison with the EDD Public Affairs Branch. Seeks and shares information impacting staff/programs within the DI Branch and internal EDD partners. Elevates concerns, ideas and recommendations, as needed to the unit manager.

5%	Acts in lead capacity and coordinates the work of others, in the absence of the unit manager.
5%	Provides assistance in the PFL Outreach Unit within the Central Office Division.
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: Occasionally - activity occurs < 33%
Lifting: Occasionally - activity occurs < 33%	Bending/Stooping: Occasionally - activity occurs < 33%

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)

N/A

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

Civil Service Classification
Analyst II

Position Number
280-309-5393-877

☐ Exceptional allocation, STD-625 on file.	AF	11/5/2026

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 I	Paid Family Leave Outreach Analyst
NAME OF INCUMBENT:	POSITION NUMBER:
Click here to enter text.	280-309-5157-877
OFFICE/SECTION/UNIT:	SUPERVISOR'S NAME:
Paid Family Leave Outreach Unit	Miriam Gonzalez
DIVISION:	SUPERVISOR'S CLASSIFICATION:
Central Office, ARU 309	Supervisor I
BRANCH:	REVISION DATE:
Disability Insurance	1/16/2020

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.)

Up to 50% travel may be required to attend statewide Education and Outreach events and deliver presentations.
The bilingual Outreach Analyst will provide Spanish-language customer service through verbal, written, and interpretive communication.

3. DUTIES AND RESPONSIBILITIES OF POSITION

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

Under supervision of the Supervisor I, the incumbent, in consultation with management, performs work with a lead analyst to complete the less complex outreach activities for the State Disability Insurance (SDI) program with a primary focus on Paid Family Leave (PFL) outreach and awareness. Assists in identifying, researching, analyzing issues, and tracking data pertaining to PFL awareness, education, and outreach efforts.

Civil Service Classification
Analyst I

Position Number
280-309-5157-877

Percentage of Duties	Essential Functions
35%	Works with the unit manager and lead analysts to perform the less complex staff assignments of researching, analyzing, developing, and tracking identified outreach issues, in order to present and recommend solutions in support of DI Branch. Coordinates and participates in statewide PFL outreach efforts and trainings to identified external customers at the local level with a lead analyst. Plans, schedules, and participates in PFL focused outreach-related conferences, webinars, and workshops with a lead analyst. Prioritizes and implements the less complex activities to promote a uniform and cohesive outreach message that enhances program imagery of the SDI program and related PFL benefits and is assigned a specific region to focus on PFL Outreach efforts. Seeks, establishes, and sustains partnerships with employers, field office staff, and other internal and external program stakeholders to disseminate program information and implement special projects. Provides recommendations to management and external branch entities, regarding outreach policy and procedure improvements, using data analysis and methods to evaluate and tracks outreach efforts with a lead analyst. Presents findings to management for approval. Applies findings and formulates changes to outreach content and materials with a lead analyst. Establishes and maintains two-way communication with the EOU management and unit members.
25%	Assists with developing and ensuring presentations are prepared, organized, include the appropriate level of detail, and are completed on time. Gives outreach presentations on the SDI program, with a primary focus on PFL awareness, services, and benefits to entities within the Department, as well as other public and private entities, including, but not limited to, claimants, employers, medical professionals, state and county agencies, and community-based organizations with a lead analyst. Oversees development and implementation of the less complex regional PFL outreach campaigns and activities and recommends specialized communication and outreach, as appropriate. Assists with researching, analyzing, and developing, as well as reviewing and editing for content accuracy and message consistency, various outreach informational materials, such as brochures, posters, briefing statements, newsletter articles, and online information, including Internet webpages for the DI Branch's internal and external customers. Ensures content information contained within all outreach assignments is accurate, consistent, and current. Assists with planning and participating in outreach-related conferences, webinars, and workshops; prioritizes and implements activities to promote a uniform and cohesive outreach message and program image; evaluates the effectiveness of outreach plans and adjusts outreach strategy accordingly.
20%	Develops various less complex reports relating to outreach and branch activities that are assigned to the unit. Composes the less complex outreach letters to external customers and articles for publication; reviews marketing materials for accuracy and areas of improvement. Researches, analyzes, and responds to the less complex PFL program inquiries from the legislature, media, employers, medical providers, program advocates, and other program stakeholders. Acts as a liaison between other internal Employment Development Department (EDD) entities to ensure external PFL customer facing information is consistent with general SDI program and PFL information and correspondence. Works with a lead analyst to analyze and develop responses to PFL program inquiries from the legislature, media, employers, medical providers, program advocates, and other program stakeholders. Monitors and tracks these responses and provides management with updated statuses and reports.

10%	Works with other EDD Branch marketing/outreach representatives in coordinating, scheduling, and participating in both SDI program and PFL outreach activities. Represents the DI Branch on PFL outreach-related task forces and committees and acts as a liaison with the EDD Public Affairs Branch. Assists with events coordination preparation of outreach-related materials. Participates in work groups or projects. Seeks information to carry out responsibilities and shares information impacting staff/programs information with the DI Branch and internal partners. Elevates concerns, ideas, and recommendations, as needed, to the SSM I.
5%	Provides assistance in the Education and Outreach Unit I within the Central Office Division.
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: Occasionally - activity occurs < 33%
Lifting: Occasionally - activity occurs < 33%	Bending/Stooping: Occasionally - activity occurs < 33%

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)

N/A

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

Civil Service Classification	**Position Number**
Analyst I	280-309-5157-877

Classification and Pay Group (CPG) Approval		
☒ Duties meet class specification and allocation guidelines. ☐ Exceptional allocation, STD-625 on file.	CPG Analyst Initials	Date Approved
	AF	10/28/2026

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