COVERED CALIFORNIA

Job Description

Classification: Information Officer I (Specialist)

Position Title: Bilingual Content Lead

Position Number: 801-350-5601-007

Division Branch: Communications and Public Relations

Location: Sacramento County

Job Description Summary

Under direction of the Supervisor II, Chief of Website Experience and Strategy, the Information Officer (IO) I (Specialist), Bilingual Content Lead, is responsible for leading the development, quality, and cultural relevance of Spanish-language content for CoveredCA.com. The IO I (Specialist) ensures translations maintain integrity, align with Covered California's editorial standards, and oversees the end-to-end workflow for Spanish content creation, review, publication, and ongoing optimization. The role also coordinates translation workflows for additional in-language websites, working with external vendors, translation and localization tools, and internal partners to ensure accuracy, consistency, and timely delivery of multilingual content. The Bilingual Content Lead advances Spanish-language content strategy, supports localization efforts, ensures linguistic and cultural appropriateness across the website, and pilots approaches for fully localized in-language site experiences. Duties include access to information systems containing protected enrollee information, including federal tax information, protected health information and personally identifying information.

Job Description

30% (E) Spanish Language Content Development & Localization Leadership
Develops and refines Spanish-language content for CoveredCA.com and related consumer-facing digital products, ensuring translations are accurate, culturally relevant, and aligned with the needs of Spanish-speaking users. Adapts English content into Spanish in ways that reflect linguistic nuance, cultural expectations, and regional usage specific to California's Spanish-speaking communities. Evaluates English-language content to determine whether direct translation, transcreation, or full localization is required. Collaborates closely with the User Experience (UX) Writer and English Copy Editor to maintain consistency in terminology, tone, and messaging across languages and ensures Spanish-language content meets plain-language, accessibility, and health-literacy best practices. Identifies opportunities for Spanish-specific improvements, recommending enhancements to page layouts, messaging, and user journeys to strengthen the Spanish site experience. Applies localization and in-language content standards consistently across Covered California's public website and related consumer-facing digital products to ensure a cohesive multilingual user experience.

30% (E) Bilingual Translation Coordination
Oversees the translation workflows for Spanish versions of CoveredCA.com. Coordinates translation requests, prepares source materials, reviewing vendor deliverables, and ensures translations meet quality, accuracy, and timeliness expectations. Manages relationships with external translation vendors, including both human translation providers and potential machine translation platforms, as directed by strategic direction. Ensures glossaries, style guides, and terminology resources are maintained and applied consistently across all

languages. Works cross-divisionally with program, policy, legal, and marketing partners to clarify meaning, resolve ambiguities, and ensure bilingual content reflects approved messaging.

20% (E) In-Language Content QA, Governance & Improvement
Conducts quality checks of Spanish-language content across the public website and related digital experiences before and after publication, verifying accuracy, clarity, and linguistic alignment with the English source. Reviews headings, link text, metadata, alt text, and copy for multilingual consistency and content-level accessibility. Maintains documentation of Spanish-language standards, translation workflows, and in-language content guidelines. Tracks updates across the English site and ensures that corresponding updates are made in Spanish. Monitors Spanish site performance and user feedback to identify opportunities for improvement, supporting an ongoing in-language optimization cycle. Travels locally to attend off-site meetings and trainings.

15% (E) Cross-Functional Collaboration & Special Projects
Collaborates with the Website Product Owner, Website Content Supervisor, UX Writer, English Copy Editor, and Web Data Research Specialist, as well the Media Relations team, Marketing Division, Office of Legal Affairs, Policy, Eligibility, and Research Division (PERD), and Information Technology (IT) Division partners to support the timely and accurate release of multilingual website updates. Participates in planning meetings and Agile ceremonies as needed, and in cross-divisional initiatives related to localization or multilingual strategy. Completes special projects, including but not limited to, piloting enhancements to the Spanish-language experience or exploring approaches for fully localized site versions. Supports enterprise translation governance and advising on translation-related vendor evaluations.

5% (M) Other Duties as Assigned
Performs related analytical and content development duties consistent with the IO I (Specialist) classification.

Scope and Impact
a. *Responsibility for Decisions and Consequences of Error:* The IO I (Specialist) applies established analytical methods under direction and is responsible for producing research-informed recommendations that influence digital content decisions. Errors in analysis or implementation may result in consumer confusion, increased application abandonment, delayed enrollment, or inconsistent messaging that affects consumer trust and operational efficiency.
b. *Administrative Responsibility:* No specific budget responsibility is assigned to this position.
c. *Supervision Exercised:* This position does not supervise staff.
d. *Frequent Internal Personal Contacts:* Communications and Public Relations (PR) staff and management, IT, PERD, Marketing, and other Covered California divisions involved in digital experience development.
e. *Frequent External Personal Contacts:* Vendors, contractors, and members of the public participating in usability testing or providing digital feedback.

Physical and Environmental Demands
Work in a climate-controlled office under artificial lighting; exposure to computer screens and other basic office equipment; office space is open and thus noisy; work in a high-pressure fast-paced environment, under time-critical deadlines; work long hours; must be flexible to work days/nights, weekends and select holidays as needed; during peak periods, may be required to work overtime; appropriate dress for the office environment.
Essential Physical Characteristics
The physical characteristics described here represent those that must be met by an employee to successfully perform the essential functions of this classification. Reasonable accommodations may be made to enable an

individual with a qualified disability to perform the essential functions of the job, on a case-by-case basis. Ability to attend work as scheduled and on a regular basis and be available to work outside the normal workday when required. Continuous: Upward and downward flexion of the neck. Frequent: sitting for long periods of time (up to 70%); repetitive use of hands, forearms, and fingers to operate computers, mouse, and dual computer monitors, printers, and copiers (up to 70%); long periods of time at desk using a keyboard, manual dexterity and sustained periods of mental activity are need; frequent: walking, standing, bending and twisting of neck, bending and twisting of waist, squatting, simple grasping, reaching above and below shoulder level, and lifting and carrying of files, and binders. Note: Some of the above requirements may be accommodated for otherwise qualified individuals requiring and requesting such accommodations.

Working Conditions and Requirements

a. *Schedule:* Core business hours are Monday through Friday, 8:00 am - 5:00 pm. May be required to work outside of core business hours.
b. *Travel:* Travels locally to attend off-site meetings and trainings up to 20% of the time.
c. *Other:* Must be available to work increased hours and outside normal working hours during peak periods.