

DUTY STATEMENT

ASSOCIATE GOVERNMENTAL PROGRAM ANALYST

OUR VISION			
All Californians living in homes they can afford			
OUR MISSION			
Investing in diverse communities with financing programs that help more Californians have a place to call home			
EMPLOYEE INFORMATION			
Employee Name		Effective Date	
Classification Associate Governmental Program Analyst		Position Number 693-001-5393-901	
Division/Section/Unit Marketing & Communications/ Marketing, Internal Communications & Events		Location Sacramento, CA	
CBID R01	Work Week Group 2	Tenure Permanent	Time Base Fulltime
Immediate Supervisor		Supervisor Classification Information Officer II	
CONDUCT, ATTENDANCE, AND PERFORMANCE EXPECTATIONS			
<p>This position requires the incumbent to maintain acceptable, consistent, and regular attendance; communicate effectively orally and in writing in dealing with the public and/or other employees; develop and maintain knowledge and skills related to the position’s specific tasks, methodologies, materials, tools, and equipment; complete assignments in a timely and efficient manner; and adhere to the Agency’s policies and procedures regarding attendance, leave, and conduct.</p> <p>2 CCR § 172 – General Qualifications, states in pertinent part: The incumbent is expected to possess the general qualifications of integrity, honesty, sobriety, dependability, industry, thoroughness, accuracy, good judgment, initiative, resourcefulness, courtesy, ability to work cooperatively with others, willingness and ability to assume responsibilities and to conform to the conditions of work characteristic of the employment, and a state of health, consistent with the ability to perform the assigned duties of the class.</p>			
DIVISION DESCRIPTION			
<p>The California Housing Finance Agency (CalHFA) Marketing & Communications Division uses marketing, creative & digital media, public relations, and external communications to increase knowledge of, and accessibility to, the Agency's products among its business partner, stakeholder, and consumer audiences. Additionally, Marketing & Communications oversees internal communications, board relations and public-facing messaging. The division staff provides communications support to the Executive Office, Legislative Affairs, Business Development and Governmental Affairs, as well as other divisions throughout the Agency. To support these units Marketing & Communications staff must work with various federal and state legislative, housing, business, and advocacy groups to identify and maximize opportunities to meet the housing and mortgage lending needs of low- and moderate-income families in California.</p>			
POSITION DESCRIPTION			
<p>Under direction of the Information Officer II, the Associate Governmental Program Analyst (AGPA) is responsible for gathering and analyzing information for use in contracts and budgeting; preparing reports, research, and recommendations; preparing presentations; logistics and materials procurement and representing the agency at virtual and live events; and events management. This position assists in the development of Marketing and Outreach campaigns and leads the analysis of campaign outcome reports. The incumbent is responsible for the review and accuracy of information and is required to meet critical deadlines.</p> <p>The duties contained in this job description reflect general details a necessary to describe the principal functions of this job. It should not be considered an all-inclusive listing of work requirements. The incumbent of this position may perform other duties, commensurate with this classification, as assigned, including work in other functional areas to cover during absences,</p>			

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to equalize peak work periods or to otherwise balance the workload. The duties and responsibilities also include, but are not limited to the following:	
PERCENTAGE OF TIME	ESSENTIAL FUNCTIONS
30%	<p><u>Community Outreach</u> Independently coordinates the Agency's participation in tradeshow, industry conferences and other marketing outreach events, including planning, event sign-up, budget management and reconciliation for events and tradeshow. Manages booth staffing and employee attendance for the events and tradeshow. Ensures the delivery, set up and return of the display booth and marketing materials through vendor communications. Attends events when required and represents the Agency to promote CalHFA programs by working the exhibit table, talking to organization/community representatives, or making presentations virtually or in person. Performs post-event analysis on event return on investment, by conducting in house survey on the staff who attended the event and reviewing the event budget.</p>
25%	<p><u>Marketing Campaigns</u> Develops, implements, and monitors marketing campaigns to promote CalHFA products using various marketing methods (i.e., paid social media, email marketing, print advertising, radio/TV ads, etc.). Maintains relationships with outside Ad/Media agencies to ensure marketing strategies are being met across active campaigns. Curates and monitors news and social media to ensure the effectiveness of outreach. Writes, proofreads, and edits press releases, articles, website content, social media, and newsletter content to ensure the quality of collateral.</p>
20%	<p><u>Contracts & Budget Analysis</u> Reconciles the division's credit card billing, expenses, and invoices and provides to accounting/Fiscal Services. Prepares purchase requests, audits invoices, and reconciles invoices to align with the allowable contracted amounts according to the division's approved budget. Analyzes expenditures and make recommendations to management to promote efficiencies on events, tradeshow, and other division expenditures.</p>
20%	<p><u>Project Support & Procurement</u> Conducts research on marketing projects, makes recommendations, and prepares reports to management on project improvement. Prepares project management spreadsheets, reports, and timelines to ensure projects are done timely. Coordinates print jobs internally with other divisions and through external print vendors. Coordinates with other divisions and external vendors ordering inventory and distribution of premium/training items for tradeshow and events. Provides administrative support for training and travel for Marketing staff. Analyzes, identifies, and implements operational improvements and processes.</p>
PERCENTAGE OF TIME	MARGINAL FUNCTIONS
5%	Performs clerical functions as required: copying, mailing, distribution of mail, maintaining office supplies and coordinating maintenance for copiers, printers, and other office equipment. Participates in staff meetings, attends training, provides work status reports and maintains a desk manual. Performs other duties as assigned.
PERSONAL CONTACTS <i>(Identify who the employee may be in contact with while performing duties)</i>	
<ul style="list-style-type: none"> Frequent contact with business partners, the public, all levels of agency staff, as well as representatives from other state agencies. 	
SPECIAL REQUIREMENTS <i>(Identify other requirements necessary to perform the job, please select the applicable statement(s))</i>	

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<ul style="list-style-type: none"> N/A 		
WORK ENVIRONMENT <i>(Identify specific work conditions, hazards, and equipment used on the job that are required to perform the essential functions, please include the applicable statement (s))</i>		
<ul style="list-style-type: none"> Prolonged sitting Work in a high-rise building Use a computer keyboard and read from computer screens several hours a day 		
PHYSICAL ABILITIES <i>(Identify physical abilities necessary to perform the essential functions of the job with or without reasonable accommodation, please include the applicable statement(s))</i>		
<ul style="list-style-type: none"> Be able to lift and carry up to 20 lbs. 		
TRAVEL <i>(If travel is an essential function for this position, please include the applicable statement. If travel is non-essential, please select Occasional Travel)</i>		
<ul style="list-style-type: none"> Occasional travel may be required within and/or outside the state of California via private or public transportation (i.e., automobile, airplane, etc.) 		
EMPLOYEE ACKNOWLEDGEMENT		
I have read and understand the duties listed above and I 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 the assigned duties as described above with or without reasonable accommodation. (If a reasonable accommodation is necessary, discuss your concerns with the hiring supervisor. If unsure of a need for reasonable accommodation, inform the hiring supervisor, who will discuss your concerns with Human Resources.)		
Employee Name	Employee Signature	Date
SUPERVISOR ACKNOWLEDGEMENT		
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	Date