STATE OF CALIFORNIA • DEPARTMENT OF TRANSPORTATION

POSITION DUTY STATEMENT

PM-0924 (REV 01/2022)

CLASSIFICATION TITLE	OFFICE/BRANCH/SECTION	
Associate Governmental Program Analyst	Digital Communications & Compliance	
WORKING TITLE	POSITION NUMBER	REVISION DATE
Web and Digital Compliance Analyst	900-074-5393-921	02/03/2023

As a valued member of the Caltrans leadership team, you make it possible for the Department to provide a safe and reliable transportation network that serves all people and respects the environment.

GENERAL STATEMENT:

Under the direction of the Digital Communications and Compliance branch chief, a Staff Services Manager I (SSM I), the Web and Digital Compliance Analyst performs a variety of activities including website management, research, analysis related to website performance, and document remediation. The incumbent will design, develop and maintain internal and public facing websites and digital assets while meeting the Department of Transportation (Caltrans) mandated web accessibility standards. In addition, the incumbent ensures content with the intent for public consumption are also compliant with section 508 of the Rehabilitation Act, California Assembly Bill 434, web content accessibility guidelines (WCAG).

CORE COMPETENCIES:

As an Associate Governmental Program Analyst, the incumbent is expected to become proficient in the following competencies as described below in order to successfully perform the essential functions of the job, while adhering to and promoting the Department's Mission, Vision, Values, Strategic Imperatives and Goals. Effective development of the identified Core Competencies fosters the advancement of the following Leadership Competencies: Change Commitment, Risk Appetite, Self-Development/Growth, Conflict Management, Relationship Building, Organizational Awareness, Communication, Strategic Perspective, and Results Driven.

- **Creativity and Innovation:** Thinks beyond the confines of traditional models to recognize opportunities, seek creative solutions and take intelligent risks. (Cultivate Excellence - Innovation)
- **Decision Making:** Makes critical and timely decisions. Takes charge. Supports appropriate risk. Makes challenging and appropriate decisions. (Strengthen Stewardship and Drive Efficiency - Engagement)
- **Initiative:** Ability to identify what needs to be done and doing it before being asked or required by the situation. Seeks out others involved in a situation to learn their perspectives. (Cultivate Excellence - Pride)
- **Problem-solving and Decision-making :** Identifies problems and uses logical analysis to find information, understand causes, and evaluate and select or recommend best possible courses of action. (Strengthen Stewardship and Drive Efficiency - Innovation)
- **Teamwork/Partnership:** Develops, maintains, and strengthens partnerships with others inside or outside of the organization through effective communication and collaboration. (Strengthen Stewardship and Drive Efficiency - Engagement)
- **Customer Focus:** Considers, prioritizes, and takes action on the needs of both internal and external customers. (Cultivate Excellence - Engagement)
- **Interpersonal Effectiveness :** Effectively and appropriately interacts and communicates with others to build positive, constructive, professional relationships. Tailors communication style based on the audience. Provides and is receptive to feedback. (Cultivate Excellence - Integrity)
- **Planning and Results Oriented:** Organizes and executes work to meet organizational goals and objectives while meeting quality standards, following organizational processes, and demonstrating continuous commitment. (Strengthen Stewardship and Drive Efficiency - Integrity)
- **Thoroughness:** Ensures that work and information is complete and accurate. Ensures that assignment goals, objectives, and completion dates are met. Documents and reports on work progress. (Strengthen Stewardship and Drive Efficiency - Pride)

TYPICAL DUTIES:

Percentage Essential (E)/Marginal (M)[1]	Job Description

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45%	E	Design, develop, and maintain complex websites on both public and internal web platforms utilizing multiple content management systems. Fulfill technical requests from staff to update both internal and public facing websites within allotted time frame. Collaborate and provide guidance to staff ensuring website design and content are in alignment with IT governance, division branding, as well as state and federal ADA compliance mandates. Review content workflow and function as reviewer and publisher for content developed by staff level webmasters. Partner with IT staff to resolve obstacles related to web and content remediation. Work cross-functionally with internal stakeholders in the design and development of their program's web pages. Utilize SiteImprove and Google Analytics to gather website performance data. Prepares reports, presentations, and provide recommendations using data to elevate web performance and increase website traffic.
30%	E	Develop and create complex ADA compliant documents utilizing Microsoft Suite (Word, Excel, PowerPoint), Adobe Acrobat DC Pro, and Commonlook to meet Assembly Bill 434/government code 11546.7 mandated web accessibility standards. Tracks and organizes repository of ADA compliant content including media files; presentations, memos, and templates. Audit and convert to digital compliant content produced by staff intended for public consumption ensuring content meets high quality assurance standards, including checking grammar, spelling, active hyperlinks and click to the correct location, adding alternate text to images as appropriate, use adequate text color and contract rations and utilizing Microsoft Office Suite Accessibility checker and PDF Accessibility checker 3 (PAC 3), on every document to confirm accessibility compliance.
20%	E	Assists supervisor with web and ADA training to elevate website management strategies and ADA compliance to staff. Compile, track, and analyze data related to website development and document remediation. Prepare reports and recommendations for PMP staff of all levels. Provide updates on the status of website development and document remediation to management team. Attend meetings and trainings related to website management and document remediation.
5%	M	May be assigned to support special projects or other duties as needed.

[1]ESSENTIAL FUNCTIONS are the core duties of the position that cannot be reassigned.
MARGINAL FUNCTIONS are the minor tasks of the position that can be assigned to others.

SUPERVISION OR GUIDANCE EXERCISED OVER OTHERS
The analyst does not supervise.

KNOWLEDGE, ABILITIES, AND ANALYTICAL REQUIREMENTS
In addition to evaluating each candidate's relative ability, as demonstrated by quality and breadth of experience, the following factors will provide the basis for competitively evaluating each candidate:

Knowledge of: Functional web design experience and computer skills, including HTML coding, multiple web platforms, like Sitecore and Drupal, Microsoft Suite (Word, Excel, PowerPoint) Accessibility Check, Adobe Acrobat DC Pro, and PDF Accessibility Checker 3 (PAC 3), and CommonLook. A certification or degree from an accredited or recognized professional institution in the program areas of graphic design, video design/production, visual communications, digital media, art, and/or computer graphics.
Minimum of 1 years experience in website management.
Minimum of 1 years experience in document remediation.

Skills:
Creative visual skills to capture a target audience.
Detail-oriented and organized with the ability to manage multiple projects.
Time management skills to meet deadlines.
Excellent written, verbal and interpersonal communication skills. Detail and accuracy oriented.

Ability to:
Use design and production elements to convey a desired message.

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Capture complex thoughts and communicate them pictorially.
Produce accurate, concise and clear content.
Work as part of a team and independently under supervision.
Implement revisions quickly.
Conduct research and develop content based on research.
Speak to stakeholders, employers, workers, and other parties.

RESPONSIBILITY FOR DECISIONS AND CONSEQUENCES OF ERROR

The analyst plays an important role in compliance with Assembly Bill 434/government code 11546. 7 and other state and federal mandated web accessibility standards. If responsibilities are not carried out in an expeditious and accurate manner, we risk litigation and fines for lack of accessibility to all web users. Faulty decisions or misrepresentation may result in litigation, fines and personal liability, unnecessary rework and expenditure of additional resources without guarantee of recouping losses.

PUBLIC AND INTERNAL CONTACTS

This position will have regular contact with all levels of Caltrans staff, internal and external stakeholders including vendors and consultants.

PHYSICAL, MENTAL, AND EMOTIONAL REQUIREMENTS

Physical: Employee may be required to sit for long periods of time, including prolonged standing, squatting, stooping and bending; ability to work on a keyboard and video display terminal. Employee may be required to move large or cumbersome reports from one location to another. Ability to develop and maintain cooperative relationships; ability to focus for long periods of time.

Mental: Employee must have the ability to grasp, apply, and master new technical and business information. Possess the ability to apply sound, professional judgment in problem solving; formulating solutions and initiating appropriate actions. Sustain the mental ability to work under pressure and adapt changing deadlines. Communicating with all levels of employees, external partners and the general public. Possess the mental ability to respond logically, calmly and professionally. Must have the ability to multi-task; effectively deal with pressure; maintain focus and intensity, and remain optimistic in all work-related activities. Must be self-motivated when working independently and as a team player. Must be able to organize and prioritize large volumes of varied documents; have the ability to concentrate in order to review and create documents, and execute expedited requests at times.

Emotional: Must be able to recognize and respond to difficult and emotionally charged issues or problems; maintain a professional demeanor; the ability to acknowledge appropriate responses and respond professionally to difficult situations; develop and maintain cooperative working relationships.

WORK ENVIRONMENT

The incumbent works in front of a dual-monitor computer system under artificial light in an office setting with long periods of working in a sitting or standing position.

This position may be eligible for telework. The amount of telework is at the discretion of the Department and based on Caltrans's evolving telework policy. Caltrans supports telework, recognizing that in-person attendance may be required based on operational needs. Employees are expected to be able to report to their worksites with minimum notification if an urgent need arises. The selected candidate will be required to commute to the headquartered location as needed to meet operational needs. Business travel may be required, and reimbursement considers an employee's designated headquartered location, primary residence, and may be subject to CalHR regulations or applicable bargaining unit contract provisions. All commute expenses to the headquartered location will be the responsibility of the selected candidate.

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I have read, understand and can perform the duties listed above. (If you believe you may require reasonable accommodation, please discuss this with your hiring supervisor. If you are unsure whether you require reasonable accommodation, inform the hiring supervisor who will discuss your concerns with the Reasonable Accommodation Coordinator.)

EMPLOYEE (Print)	
EMPLOYEE (Signature)	DATE

I have discussed the duties with, and provided a copy of this duty statement to the employee named above.

SUPERVISOR (Print)	
SUPERVISOR (Signature)	DATE

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POSITION DUTY STATEMENT

PM-0924 (REV 01/2022)

CLASSIFICATION TITLE	OFFICE/BRANCH/SECTION	
Staff Services Analyst (Gen)	Digital Communications & Compliance	
WORKING TITLE	POSITION NUMBER	REVISION DATE
Web and Digital Compliance Analyst	900-074-5157-921	02/03/2023

As a valued member of the Caltrans leadership team, you make it possible for the Department to provide a safe and reliable transportation network that serves all people and respects the environment.

GENERAL STATEMENT:

Under the supervision of the Digital Communications and Compliance branch chief, a Staff Services Manager I (SSM I), the Web and Digital Compliance Staff Services Analyst performs a variety of activities to support the divisions under Planning and Modal Program (PMP) website management, research, analysis related to website performance, and document remediation efforts. The incumbent will assist in design, development and maintenance of internal and public facing websites and digital assets while meeting the Department of Transportation (Caltrans) mandated web accessibility standards. In addition, the incumbent ensures content with the intent for public consumption are also compliant with section 508 of the Rehabilitation Act, California Assembly Bill 434, web content accessibility guidelines (WCAG).

CORE COMPETENCIES:

As a Staff Services Analyst (Gen), the incumbent is expected to become proficient in the following competencies as described below in order to successfully perform the essential functions of the job, while adhering to and promoting the Department's Mission, Vision, Values, Strategic Imperatives and Goals. Effective development of the identified Core Competencies fosters the advancement of the following Leadership Competencies: Change Commitment, Risk Appetite, Self-Development/Growth, Conflict Management, Relationship Building, Organizational Awareness, Communication, Strategic Perspective, and Results Driven.

- **Creativity and Innovation:** Thinks beyond the confines of traditional models to recognize opportunities, seek creative solutions and take intelligent risks. (Cultivate Excellence - Innovation)
- **Decision Making:** Makes critical and timely decisions. Takes charge. Supports appropriate risk. Makes challenging and appropriate decisions. (Strengthen Stewardship and Drive Efficiency - Engagement)
- **Reliability:** Ability to demonstrate dependability in meeting commitments, and providing a consistent work product. Takes responsibility for individual actions in order to meet deadline demands. (Cultivate Excellence - Engagement)
- **Problem-solving and Decision-making :** Identifies problems and uses logical analysis to find information, understand causes, and evaluate and select or recommend best possible courses of action. (Strengthen Stewardship and Drive Efficiency - Integrity)
- **Teamwork/Partnership:** Develops, maintains, and strengthens partnerships with others inside or outside of the organization through effective communication and collaboration. (Strengthen Stewardship and Drive Efficiency - Engagement)
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- **Interpersonal Effectiveness :** Effectively and appropriately interacts and communicates with others to build positive, constructive, professional relationships. Tailors communication style based on the audience. Provides and is receptive to feedback. (Cultivate Excellence - Pride)
- **Planning and Results Oriented:** Organizes and executes work to meet organizational goals and objectives while meeting quality standards, following organizational processes, and demonstrating continuous commitment. (Strengthen Stewardship and Drive Efficiency - Integrity)
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35%	E	Under direction, develop and create ADA compliant documents utilizing Microsoft Suite (Word, Excel, PowerPoint), Adobe Acrobat DC Pro, and Commonlook to meet Assembly Bill 434/government code11546.7 mandated web accessibility standards. Tracks and organizes repository of ADA compliant content including media files; presentations, memos, and templates. Convert to digital compliant standards the content produced by staff intended for public consumption ensuring they meet high quality assurance standards, including checking grammar, spelling, active hyperlinks and click to the correct location, adding alternate text to images as appropriate, use adequate text color and contract rations and utilizing Microsoft Office Suite Accessibility checker and PDF Accessibility checker (PAC 3), on every document to confirm accessibility compliance
35%	E	Under direction, supports the maintenance of websites on both public and internal web platforms utilizing multiple content management systems such as Sitecore and Drupal. With direction from the supervisor, full-fill requests from staff to update both internal and public facing websites within allotted time frame. Collaborate with stakeholders ensuring website design and content are in alignment with IT governance, division branding, as well as state and federal ADA compliance mandates. Review content workflow and function as reviewer and publisher for content developed by staff level webmasters. Partner with IT staff to resolve obstacles related to web and content remediation. Work cross-functionally with internal stakeholders in the design and development of their web pages. Utilize SiteImprove and Google Analytics to gather website performance data. Collaborates with Digital Communications and Compliance team members to prepare reports, presentations, and provide recommendations using data to elevate web performance and increase website traffic.
25%	E	Support the development and implementation of ADA training to elevate website management strategies and ADA compliance to staff. Compile, track, and analyze data related to website development and document remediation. Prepare reports and recommendations for senior staff. Provide updates on the status of website development and document remediation to management team. Attend meetings and trainings related to website management and document remediation.
5%	M	May be assigned to support special projects or other duties as needed.

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