

DUTY STATEMENT

Employee Name:	Position Number: 580-310-5393-909
Classification: Associate Governmental Program Analyst	Tenure/Time Base: Permanent/Full-time
Working Title: Communications Specialist	Work Location: 1616 Capitol Ave., Sacramento, CA
Collective Bargaining Unit: R01	Position Eligible for Telework (Yes/No): Yes
Center/Office/Division: Center for Healthy Communities	Branch/Section/Unit: Nutrition and Physical Activity Branch/Advertising and Communications Section/ Communications Unit

All employees shall possess the general qualifications, as described in California Code of Regulations Title 2, Section 172, which include, but are not limited to integrity, honesty, dependability, thoroughness, accuracy, good judgment, initiative, resourcefulness, and the ability to work cooperatively with others.

This position requires the incumbent to maintain consistent and regular attendance; communicate effectively (orally and in writing) in dealing with the public and/or other employees; develop and maintain knowledge and skill related to specific tasks, methodologies, materials, tools, and equipment; complete assignments in a timely and efficient manner; and adhere to departmental policies and procedures.

All California Department of Public Health (CDPH) employees perform work that is of the utmost importance, where each employee is important in supporting and promoting an environment of equity, diversity, and inclusivity, essential to the delivery of the department's mission. All employees are valued and should understand that their contributions and the contributions of their team members derive from different cultures, backgrounds, and life experiences, supporting innovations in public health services and programs for California.

Competencies

The competencies required for this position are found on the classification specification for the classification noted above. Classification specifications are located on the [California Department of Human Resource's Job Descriptions webpage](#).

Job Summary

This position supports the California Department of Public Health's (CDPH) mission and strategic plan by independently performing the more complex, varied, and technical analytical duties related to various communications functions for the Nutrition and Physical Activity Branch (NPAB) including reviewing communications materials and tracking progress of social marketing campaign deliverables.

The incumbent works under the direction of the Health Program Manager I, Chief of the Communications Unit. The Associate Governmental Program Analyst (AGPA) serves as the project coordinator for a contract with the Office of State Publishing (OSP), Department of General Services, to develop, translate, print, warehouse and disseminate health education and health promotion

materials and resources for CalFresh Healthy Living (CFHL)/Supplemental Nutrition Assistance Program-Education (SNAP-Ed) grantees and partners from across the state. The AGPA reviews and tracks expenditures for this contract, and provides technical assistance and customer service to support state and local partners. The AGPA provides additional administrative and programmatic support for the Advertising and Communications Section as needed.

Special Requirements

- Conflict of Interest (COI)
- Background Check and/or Fingerprinting Clearance
- Medical Clearance
- Travel:
- Bilingual: Pass a State written and/or verbal proficiency exam in
- License/Certification:
- Other:

Essential Functions (including percentage of time)

- 35% Serves as project coordinator for implementing the scope of work, budget, invoice processing, and deliverables of contracted services via OSP that include printing, warehousing, online ordering and shipping services, graphic design, and disseminating digital and printed educational and health promotion materials for state and local partners of the CFHL/SNAP-Ed program. Works with the contractor to ensure the Web StoreFront (WSF), the online platform housing all materials, is kept up-to-date and accessible to local and state partners. Works with contractor to effectively troubleshoot system challenges in a timely manner. Researches, proposes, and develops or revises effective systems and processes for quality improvement and customer service in relation to the development and dissemination of materials and working with the contractor to fulfill materials orders. Provides excellent customer service to state and local partners to address and reply to inquiries and challenges relating to materials and ordering-related inquiries. Problem-solves customer challenges, serving as a liaison between the Communications Section and OSP, which operates the online system on behalf of NPAB. Elevates challenges regarding the online ordering system to management as appropriate, providing well-researched solutions. Provides training and technical assistance on materials and the publications' online ordering system to customers via telephone and/or email, trainings, and webinars. Leads NPAB meetings with OSP, develops the agenda and documents the meeting discussion and action items. Works with other section and branch staff, and appropriate subject matter experts, to ensure materials and completed publications are appropriate via CFHL/SNAP-Ed guidance and branding, including Americans with Disability Act (ADA) remediation. Recommends to staff and management when to replenish inventory, sunset older or less popular materials, and/or update resources.
- 25% Coordinates with Advertising and Communications Section staff as well as contractors in both the Communications Unit and the Advertising Unit to provide programmatic and administrative support as needed, which may include coordinating project and task meetings with NPAB staff, contractors, and external partners, tracking project and tasks to completion, and coordinating logistics needs for the section.

- 20% Develops standardized desk manuals for the Communications Unit. Responds to drills and develops reports, works with NPAB staff on the completion of the CFHL state plan, and progress reports submitted to the California Department of Social Services and U.S. Department of Agriculture. Completes special projects and tasks as assigned, including coordinating communications via NPAB’s intranet, extranet, and public-facing website with internal and external partners. Participates in section meetings and other relevant meetings branch wide.
- 15% Assists in the coordination of the NPAB/CFHL’s Statewide Media Campaign by researching, planning, and preparing components for Requests for Proposals (RFPs), Requests for Applications (RFAs) or Invitations to Bid (ITB) processes. This may include working with the Advertising Unit staff to disseminate funding announcements, organizing scoring procedures, coordination of applications and communications follow up.

Marginal Functions (including percentage of time)

5% Performs other job-related duties as assigned.

I certify this duty statement represents an accurate description of the essential functions of this position. I have discussed the duties and have provided a copy of this duty statement to the employee named above.

I have read and understand the duties and requirements listed above and am able to perform these duties with or without reasonable accommodation. (If you believe reasonable accommodation may be necessary, or if unsure of a need for reasonable accommodation, inform the hiring supervisor.)

Supervisor’s Name:	Date	Employee’s Name:	Date
Supervisor’s Signature	Date	Employee’s Signature	Date

HRD Use Only:

Approved By: JJ

Date: 5/31/24