

## DUTY STATEMENT

Employee Name:	Position Number: <b>580-805-8338-002</b>
Classification: Health Program Specialist I (HPSI)	Tenure/Time Base: Permanent/Full-Time
Working Title: Digital Communications Lead	Work Location: 850 Marina Bay Parkway Building E-150
Collective Bargaining Unit: BU 1	Position Eligible for Telework (Yes/No): Yes
Center/Office/Division: Center for Health Care Quality (CHCQ)	Branch/Section/Unit: Healthcare-Associated Infections (HAI) Program

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 advancing the health and well-being of California's diverse people and communities. The HPSI serves as a highly skilled program consultant who oversees HAI and antimicrobial resistance (AR) health communications programs; participates in project development, maintains project plans, tracks project progress, and upholds timelines for key program projects; communicates with local health departments and health care providers as related to HAI data and information for the public; and implements methods for evaluation of program effectiveness. Responsible for participating in mandated HAI Advisory Committee meetings with local health jurisdictions, state and federal officials, community-based organizations, and participates in programmatic collaboratives and initiatives as appropriate.

The incumbent works under the direction of the Health Program Manager I.

### 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)

- 40% Coordinates, implements, and evaluates comprehensive and innovative digital communications strategies and outreach campaigns, projects, and initiatives. Provides highly skilled and complex technical consultation on the development and implementation of HAI Program digital communications efforts. Proficient web development knowledge of HTML and CSS. Evaluates written code to ensure ADA standards and device compatibility. Monitors and analyzes analytics from digital platforms and presents data insights and recommendations for performance improvement. Identifies, develops, and supports outreach partnerships and leads the planning and organization of the HAI/AR Communications Plan to achieve goals and utilize evolving technology. Develops diverse, inclusive, and culturally appropriate public health education materials including, social media posts, FAQs, videos, and public service announcements. Establish outreach, analytics tracking and reporting procedures. Produce communications deliverables including public awareness campaigns, communication guides, data briefs, and web content. Coordinates with the Office of Communications and Information Technology for distribution of messages, materials and interactive report data. Promotes distribution of HAI data, tools, and materials to the public, including usability testing, investigating problems, and acting as liaison to other programs within CDPH. Performs consultative reviews independently and/or with subject matter experts of digital content to ensure content is accurate, high quality, engaging, consistent, accessible to low literacy and non-English speaking audiences, compliant with web content accessibility guidelines and ADA standards. Maintains up-to-date knowledge about the latest digital communications best practices to make informed recommendations for the development of new digital content.
- 20% Provides support for the HAI Advisory Committee and subcommittee meeting communications in compliance with the Bagley-Keene Open Meeting Act. Provides support during meetings by tracking and recording votes, maintaining the discussion queue for the Committee chair and prepares official meeting summaries as needed. Communicates with local health departments, health care providers, and the public by overseeing responses to queries to the Healthcare-Associated Infections Program. Provides consultations and guidance for email and phone queries to Healthcare-Associated Infections Program staff. Ensures accurate and timely responses. Support the HAI Program mailbox according to triage and response plan. Provides HAI data and information for the public. Spearheads the interface with the public at large (through focus groups, HAI Advisory Committee and subcommittees, and stakeholders). Develops and implements methods for evaluation of program effectiveness.

- 20% Supports the HAI Program education and training programs in way of developing HAI/AR prevention educational materials, planning and hosting webinars, and posting educational content to the website. Develop infographics to describe and explain HAI Program evidence-based prevention tools and recommendations, and display and interpret mandated infection surveillance data. Works as liaison and in partnership with existing and future contractors, subject matter experts, and other relevant internal and external stakeholders to produce timely digital content that supports infection prevention and to minimize the risks associated with AR. This includes leading the development of or creating, editing, and preparing social media, social media calendars, infographics, fact sheets, flyers, posters, newsletters, reports, communications toolkits, and website and video content.
  
- 15% Establishes and maintains timelines for key program activities. Supports quality improvement, performance metrics, strategic planning, and regulation activities. Develops and implements methods for the evaluation of Program effectiveness. Participates and contributes on cross-Program teams and on HAI prevention projects. Provides coordination and monitoring of activities of the Program. Aids in the development of Program reports, legislative reports, proposed legislation, bill analyses, and other documents related to the work of the program, for consumers, healthcare providers, local public health, external HAI prevention stakeholders, Department officials, the Legislature, federal government, and others. Participates in the development of research grant proposals for outside funding to supplement and extend programmatic outreach and research efforts on healthcare associated infectious diseases. Assists in the drafting of talking points, press releases, advisories, alerts, and emergency messaging pertaining to infection prevention and outbreaks as required.

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**Marginal Functions (including percentage of time)**

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- 5% Attends professional conferences and training sessions. Performs other duties as necessary.

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: DS  
 Date: 8/16/24