

DUTY STATEMENT

Employee Name:	Position Number: 580-345-8338-xxx
Classification: Health Program Specialist I	Tenure/Time Base: Permanent / Full-Time
Working Title: Advertising Specialist	Work Location: 1616 Capitol Avenue, Sacramento, CA 95814
Collective Bargaining Unit: R01	Position Eligible for Telework (Yes/No): Yes / Hybrid
Center/Office/Division: Center for Healthy Communities	Branch/Section/Unit: California Tobacco Prevention Program/ Media and Communications Section/ Media 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 working toward achieving a tobacco-free California and to reduce tobacco-related illness and premature deaths by implementing programs to reduce tobacco use and exposure to secondhand smoke.

The incumbent works under the direction of the Staff Services Manager I (SSM I), Media Unit Chief. The Health Program Specialist I (HPS I) performs professional and technical expertise in the oversight of media campaigns associated with conducting the California Tobacco Prevention Program's (CTPP)

multifaceted, educational media campaign. The HPS I oversees all aspects and stages of paid media planning for television, radio, print, out of home, digital and mobile advertising, reviewing, and providing strategic input regarding advertising and media plans. This position is responsible for overseeing media campaign reporting and evaluation.

Travel (10%) in-state and out-of-state with occasional overnight stays for trainings, meetings, and conferences is required.

Special Requirements

- Conflict of Interest (COI)
- Background Check and/or Fingerprinting Clearance
- Medical Clearance
- Travel: 10% Travel in-state and out-of-state with occasional overnight stays
- Bilingual: Pass a State written and/or verbal proficiency exam in
- License/Certification:
- Other:

Essential Functions (including percentage of time)

- 40% Oversees paid media planning and buying activities. Develops and ensures implementation of paid media best practices, including providing guidance to advertising contractors' paid media campaign planning and buying activities considering budget, program objectives, and target audiences. Determines strategic direction for various advertising channels (e.g. TV, outdoor, radio) to effectively reach English-preferred multicultural market and in-language Hispanic/Latino and/or Asian/Pacific Island target markets. Coordinates media estimates and invoices.
- 40% Analyzes and evaluates paid media data and obtains summary findings. Creates rigorous analytical processes to determine the effectiveness of paid media budget and identifies opportunity for cost-effective advertising. Oversees advertising agencies' development of key performance indicators to evaluate ongoing advertising efforts to increase public awareness and education. Ensures advertising agencies meet media buy requirements. Prepares and presents campaign reports for multiple audiences and stakeholders. Incorporates campaign evaluation into ongoing advertising efforts. Provides guidance to CTPP's media evaluation contractor to align evaluation efforts with advertising campaigns.
- 15% Participates in section strategic planning, attends focus groups, and represents CTPP at program, departmental, state and/or national conferences or meetings. Prepare presentations and trainings to facilitate understanding of the role of media in CTPP goals. Coordinates and provides media technical assistance expertise to CTPP's funded partners, which includes local health departments and community-based organizations. Provides strategic advice based on local needs, reviews local projects' advertising and media plans, and tracks and analyzes local advertising efforts. Conducts needs assessments and develop trainings, webinars, and materials to build the capacity of CTPP's funded projects.

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: 10/29/24