

**POSITION DUTY STATEMENT**

PM-0924 (REV 01/2022)

CLASSIFICATION TITLE Associate Governmental Program Analyst	OFFICE/BRANCH/SECTION District 5 Community Engagement Branch	
WORKING TITLE Web Content Support & Graphic Communications Analyst	POSITION NUMBER 905-800-5393-XXX	REVISION DATE 01/09/2024

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 Senior Transportation Planner, Branch Chief of the District 5 (D5) Community Engagement Branch within the D5 Division of Transportation Planning (DOTP), the Associate Governmental Program Analyst (AGPA) performs a variety of activities at the more responsible and complex technical analytical level, including website management, research, analysis related to website performance and ADA documentation remediation. The incumbent will analyze graphic content, 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 position ensures content with the intent of public consumption are also compliant with section 508 of the Rehabilitation Act, CA 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.

- **Learning on the Fly:** Learns quickly, is open to change, experiments, and is flexible. (Cultivate Excellence, Strengthen Stewardship and Drive Efficiency, Advance Equity and Livability in all Communities - Engagement, Equity, Integrity, Pride)
- **Decision Making:** Makes critical and timely decisions. Takes charge. Supports appropriate risk. Makes challenging and appropriate decisions. (Cultivate Excellence, Strengthen Stewardship and Drive Efficiency, Advance Equity and Livability in all Communities - Engagement, Equity, Integrity, Pride)
- **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, Strengthen Stewardship and Drive Efficiency, Advance Equity and Livability in all Communities - Engagement, Equity, Integrity, 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. (Cultivate Excellence, Strengthen Stewardship and Drive Efficiency, Advance Equity and Livability in all Communities - Engagement, Equity, Integrity, Pride)
- **Teamwork and Collaboration:** Sets team structure. Organizes, leads, and facilitates team activities. Promotes team cooperation and encourages participation. Capable of cross functionality and working well with others on a team to achieve personal goals, team goals, and organizational goals. Takes responsibility for individual actions in order to achieve consistent results. (Cultivate Excellence, Strengthen Stewardship and Drive Efficiency, Advance Equity and Livability in all Communities - Engagement, Equity, Integrity, Pride)
- **Customer Focus:** Considers, prioritizes, and takes action on the needs of both internal and external customers. (Cultivate Excellence, Strengthen Stewardship and Drive Efficiency, Advance Equity and Livability in all Communities - Engagement, Equity, Integrity, Pride)
- **Communication:** Expresses oneself clearly in all forms of communication. Gives feedback and is receptive to feedback received. Knows that listening is essential. Keeps others in the Division and other functional units informed as appropriate. (Cultivate Excellence, Strengthen Stewardship and Drive Efficiency, Advance Equity and Livability in all Communities - Engagement, Equity, Integrity, Pride)
- **Analytical Skills:** Approaches problems using a logical, systematic, and sequential approach. Weighs priorities and recognizes underlying issues. (Cultivate Excellence, Strengthen Stewardship and Drive Efficiency, Advance Equity and Livability in all Communities - Engagement, Equity, Integrity, Pride)
- **Technical Expertise:** Depth of knowledge and skill in a technical area. (Cultivate Excellence, Strengthen Stewardship and Drive Efficiency, Advance Equity and Livability in all Communities - Engagement, Equity, Integrity, Pride)

**TYPICAL DUTIES:**

Percentage	Job Description
Essential (E)/Marginal (M) <sup>1</sup>	

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35%	E	Analyzes the development of effective analysis reports, infographics, graphics, and PowerPoints. Analyzes and develops materials, create online content, and deliver training to market projects to the public. Develops strong working relationships with our partners. Produces new and updated project materials, multimedia presentations, videos, and webinars. Develops and delivers training to planning, programming, and environmental staff on effective graphic communication strategies and techniques. Use adequate text color and contrast ratios and utilizing Microsoft Office Suite Accessibility checker and PDF Accessibility checker 3 (PAC 3) on every document to confirm accessibility compliance.
20%	E	Works independently and collaborates with teams to develop, analyze and deliver, and manage strategic communications through the Caltrans website. Analyzes and evaluates the process and strategies for developing correspondence, and newsletters. Design, develop, maintain, and manage website content on both internal and public facing web platforms, utilizing multiple content management systems. Fulfill technical requests from staff to update both internal and public facing websites within allotted time frames. Collaborate and provide guidance to staff ensuring website design and engagement content are in alignment with IT governance, division and project branding, as well as state and federal ADA compliance mandates. Analyze 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.
20%	E	Utilize analytics platforms such as Google Analytics to analyze website performance data. Provide consultative services based on website analysis on a continuing basis for management. Consultative services will include reports, presentations, and provide recommendations using data to elevate web performance and increase website traffic.
15%	E	Assimilate ideas and concerns from a variety of customers and translate them into flyers, brochures, posters, display boards, maps, charts, graphs, newsletters and print advertising. Poster board production and mounting, create ADA compliant graphics and assists in remediation efforts to comply with online posting requirements.
10%	M	Performs digital photography, scanning, videography and editing for use in all the previous mentioned forms of artwork. Responsible for consultant oversight responsibilities, which includes distribution and guidance of assigned work to other graphic support staff and consultants.

<sup>1</sup>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**

This position does not involve supervision over others. Under the direction of a Senior Transportation Planner, the AGPA is expected to work independently with little supervision and may act as lead worker.

**KNOWLEDGE, ABILITIES, AND ANALYTICAL REQUIREMENTS**

Knowledge of: State and Federal digital compliance laws and policies. Functional web design experience and computer skills, including HTML coding, multiple web platforms, like Sitecore and Drupal, Microsoft Suite Accessibility Check, Adobe Acrobat DC Pro, PDF Accessibility Checker 3 (PAC 3), and CommonLook.

Knowledge of: Principles of graphic design; techniques of interpreting statistical data; methods and techniques of freehand drawing, color illustration and the stages of design. Knowledge of project leadership; time management; state-of-the-art graphic design techniques, theories, and processes; departmental programs and objectives; alternate strategies available to establish and improve comprehensive graphic design programs; team-building techniques and principles; principles of effective proposal writing. Must be able to perform difficult Graphic Designer tasks; be able to communicate well both orally and in writing and deal effectively with people and present ideas to a large or diverse audience. Have skills to operate personal computers with Microsoft Word, Excel, Adobe Illustrator, Photoshop, InDesign and other graphic and video software, as well as, digital photography.

**RESPONSIBILITY FOR DECISIONS AND CONSEQUENCES OF ERROR**

The analyst plays an important role in the 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 non-compliance for lack of accessibility to all web users.

**ADA Notice**

For individuals with sensory disabilities, this document is available in alternate formats. For alternate format information, contact the Forms Management Unit at (279) 234-2284, TTY 711, or write to Records and Forms Management, 1120 N Street, MS-89, Sacramento, CA 95814.

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### PUBLIC AND INTERNAL CONTACTS

The position requires regular contact with appropriate district and headquarters functional staff in addition and occasionally with local agency staff, the public, the media, decision-makers and consultants. The incumbent will work closely with other functional units such as, Environmental Planning staff, Project Managers and engineering staff to ensure timely delivery of graphics, document remediation and web content as required. Some contact with the public may be required. In these and all interactions, it is expected that the Incumbent will represent the department in a professional and cooperative manner.

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### PHYSICAL, MENTAL, AND EMOTIONAL REQUIREMENTS

The employee may be required to sit for long periods of time using a keyboard and video display terminal. Must be able to develop and maintain cooperative working relationships; be tactful and treat others with respect. The incumbent is expected to accept personal responsibility for successfully meeting delivery milestones and exercise sound, professional judgment and tact. There is also an expectation that all employees will honestly report their time and communicate with the STP regarding leave requests. The incumbent is also expected to be somewhat flexible as assignments and duties can change over time. Also, occasional overtime may be required to meet the operational needs of the Division and the Department.. Must be able to organize, prioritize, concentrate for long periods of time, formulate effective strategies, multi-task, adapt to changes in priorities, and complete complex tasks or projects with short notice. Must quickly grasp new information and comprehend technical policy and procedural documents.

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### WORK ENVIRONMENT

While at their base of operation, employee will work in a climate-controlled office under artificial lighting.

This position may be eligible for telework. The amount of telework is at the discretion of the Department and based on Caltrans's current telework policy. While Caltrans supports telework, in-person attendance may be required based on operational needs. Employees are expected to be able to report to their worksite with minimal notification if an urgent need arises. The selected candidate may be required to conduct business travel on behalf of the Department or commute to the headquartered location. Business travel reimbursements considers an employee's designated Headquarters 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.

Additional occasional travel to other district offices or locations throughout the State for trainings, meetings, or conferences that may include overnight travel may be required.

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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.)

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EMPLOYEE (Print)

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EMPLOYEE (Signature)

DATE

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

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SUPERVISOR (Print)

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SUPERVISOR (Signature)

DATE

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