

DUTY STATEMENT

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| Employee Name: | Position Number: 580-501-8336-001 |
| Classification: Health Program Specialist II | Tenure/Time Base: Permanent / Full-time |
| Working Title: Project and Communications Specialist (PCS) | Work Location: 1615 Capitol Avenue, Sacramento, CA 95899 |
| Collective Bargaining Unit: R01 | Position Eligible for Telework (Yes/No): Yes |
| Center/Office/Division: Center for Family Health | Branch/Section/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 in the classification specification for the classification noted above. Classification specifications are located on the [California Department of Human Resources' Job Descriptions webpage](#).

Job Summary

This position supports the California Department of Public Health's (CDPH) mission and strategic plan by functioning as an independent technical program consultant, leading, supporting, coordinating, and managing activities that cross multiple divisions within CFH and centers throughout CDPH and using a strengths-based, trauma-informed approach to collaboration with departmental staff as well as outside contacts.

The incumbent works under the direction of the Assistant Deputy Director of CFH. The Health Program Specialist II (HPS II) serves as the Project and Communications Specialist (PCS) for the Center. The PCS, in collaboration with the senior leadership team, is responsible for the development of objectives and tasks related to advancing CFH and California Department of Public Health (CDPH)

strategic priorities and communications both internally and externally to support the mission of CFH.

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% Oversees and coordinates the Center's efforts to support and implement strategic priorities, including funding or partnering opportunities. Facilitates workgroups and tracks progress of activities and projects identified by CFH Deputy and Assistant Deputy Director, including providing technical assistance, training, and educational materials as needed, both internally and externally. Ensures timely completion of activities and projects identified by workgroups. Leads Center-wide quality improvement initiatives, including implementing change management strategies and LEAN practices. Develops, recommends, and employs impactful communication strategies to accurately and concisely convey the Center's vision and priorities and the value of work produced by programs within the Center. Provides technical expertise in a variety of public health subject areas for the planning, coordinating, and monitoring of the Center's priorities and initiatives. Assists the Center Deputy Director and Assistant Deputy Director to coordinate and facilitate meetings and activities with various partners, including Local Health Departments and various associations and advisory groups.
- 20% Works with Center and Division leadership to ensure that the appropriate processes have been utilized in the development and implementation of new content, curricula, programs, campaigns, and initiatives pertaining to Center operations, policies, workforce development and engagement, research, and communications. This involves tracking and monitoring initiatives from development through implementation, informing Center leadership of any barriers, resource or funding issues, or delays in project timelines. Provides project status briefings to Center Deputy Director or Assistant Deputy Director, with recommendations, action plans, and corrective implementation strategies, if needed. Coordinates regular (weekly/monthly) and periodic in-person, telephone, and video conference meetings with Division staff, partner groups, state departments, the California Health and Human Services Agency, and Center and Division management and staff. Works collaboratively with Center staff and ITSD to increase efficiency and effectiveness by automating processes and workflow.
- 20% Develops, coordinates, and oversees the production of Center-wide internal and external communications, including but not limited to, CFH web-based information, town halls, virtual

trainings, newsletters, issue briefs, data briefs, program profiles, fact sheets, informational materials, public speaking presentations, digital storytelling, and social media. This includes developing, pilot testing, producing, and evaluating messages, materials, and resources. Develops, evaluates, and executes the Center’s communications strategies, creating presentations and talking points, and uses available and innovative resources for maximum impact. Responsible for the Center SharePoint site and website to include Center-wide communications products. Collaborates with Health Equity Specialist and Birth Equity Specialist to ensure Center health equity activities are clearly communicated internally and externally. Conducts research on existing and emerging communication mediums and platforms to engage target audiences both virtually and onsite and contributes knowledge and information to strategic and operational plans, presentations, and reports.

20% Serves as the CFH communications liaison with the Department’s Directorate, Office of Legal Services, Office of Communications, and Legislative and Government Affairs Office to promote the Center’s work and provide responses to inquires related to legislation and regulations, media requests, and public inquiries. Drafts or edits public health media responses for final submission to the Deputy Director. Develops and provides training/consultation to staff within the Center and Department on outreach strategies and platforms for conveying messages to strengthen engagement with diverse audiences, media, and communities. Independently researches and evaluates critical and sensitive health programs and health policy issues related to CFH’s mission and vision. Develops press releases, issue papers, reports, correspondence, proposals, management briefs and summaries, presentations, and talking points for various audiences. Serves as the Public Records Act coordinator for CFH Center Office.

Marginal Functions (including percentage of time)

5% Maintains internal policy and procedural guidelines and written desk procedures. Performs other job-related duties as required.

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.)

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

HRD Use Only:
 Approved By: Brittany Hanson
 Date: 1/22/25