

DUTY STATEMENT

Employee Name:	Position Number: 580-510-5393-726
Classification: Associate Governmental Program Analyst	Tenure/Time Base: Permanent / Full Time
Working Title: Communication Design Analyst	Work Location: 3901 Lennane Drive, Sacramento CA 95834
Collective Bargaining Unit: R01	Position Eligible for Telework (Yes/No): Yes
Center/Office/Division: Center for Family Health / Women, Infants, and Children (WIC) Division	Branch/Section/Unit: Communications, Food, and Vendor Policy Branch / Communications and Special Projects Section / Strategic Planning and Innovation 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 advancing the health and well-being of California's diverse people and communities. As an employee of the Communications, Food, and Vendor Policy Branch, the incumbent serves as part of a team that monitors, improves, and implements local and statewide policies which protect and serve Women, Infants, and Children (WIC) participants, vendors, and local agencies.

The incumbent works under the direction of the Chief, Strategic Planning and Innovation Unit, Staff Services Manager I (SSM I). The Associate Governmental Program Analyst (AGPA) develops external and internal communications and outreach materials for the CDPH WIC Division.

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)

- 30% Independently analyzes, researches, and applies the Department and CDPH WIC Division policies and procedures to ensure CDPH WIC communications meet the requirements and needs of internal and external stakeholders. Develops external and internal communications and outreach materials for the CDPH WIC Division, including social media, infographics, fact sheets, flyers, posters, communications toolkits, PowerPoints, eLearnings, and website video content. Produce regular, consistent, graphic design using traditional design programs. Maintains up-to-date knowledge of trends to make informed recommendations for the development of new communications tools.
- 25% Reviews communications for clarity, accuracy, and alignment with Department and CDPH WIC Division branding guides, policies, and practices. Supports the development and maintenance of branding standards for the CDPH WIC Division. Provides support to CDPH WIC Division staff on applying branding to data visualizations and other materials. Performs consultative reviews for Division management and subject matter experts to make recommendations for the CDPH WIC Division public facing websites in collaboration with CDPH WIC Division contributors.
- 25% Independently analyzes, researches, and applies the Department and CDPH WIC Division policies and procedures to ensure CDPH WIC public-facing websites meet the requirements and needs of internal and external stakeholders. Acts as liaison to and collaborates closely with the CDPH Office of Communications (OCOMMS) and CDPH Information Technology Services Division (ITSD) on maintaining public facing CDPH WIC websites. Supports Division web contributors by reviewing, remediating, and testing CDPH WIC electronic documents for accuracy, organization, and accessibility in accordance with Web Content Accessibility Guidelines and Americans with Disabilities Act standards. Contributes technical expertise to CDPH WIC Division management toward transformative technology solutions and strategies related to web and digital platform maintenance. Performs proofreading, copyright and fact checking for a variety of CDPH WIC Division communications and

outreach efforts. Maintains CDPH WIC Division communications resources and media library. Supports the preparation and design of electronic newsletters.

15% Supports the Communication and Special Projects Section efforts by recommending appropriate project visuals, creating storyboards, and editing videos. Communicates requirements and provides guidance and support to internal stakeholders during the state plan development process. Supports document review routing efforts as needed.

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: AG
 Date: February 12, 2025.