

**POSITION DUTY STATEMENT**

PM-0924 (REV 01/2022)

CLASSIFICATION TITLE Associate Governmental Program Analyst	OFFICE/BRANCH/SECTION Communications Branch/Division of Procurement and Contracts	
WORKING TITLE eLearning and Training	POSITION NUMBER 702-019-5393-924	REVISION DATE 06/01/2022

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 general direction of the Staff Services Manager I, the eLearning and Training Analyst is part of a team responsible for the Division of Procurement and Contracts (DPAC) communications program, which includes maintaining the DPAC internal and external websites, developing training modules, marketing, and administrative support. The eLearning and Training Analyst designs, organizes, delivers, and evaluates online training modules, instructional materials, and webinars that educate employees throughout the Department about contracting and procurement policies and procedures. This position requires the ability to work independently and actively contribute as part of a team to ensure continuous knowledge transfer with team members.

**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.

- **Managing Change:** Demonstrating support for organizational changes needed to improve the department's effectiveness; supporting, initiating, sponsoring and implementing change. (Cultivate Excellence - Engagement, Integrity)
- **Decision Making:** Makes critical and timely decisions. Takes charge. Supports appropriate risk. Makes challenging and appropriate decisions. (Cultivate Excellence - Engagement, Integrity)
- **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 - Engagement, Integrity)
- **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 - Engagement, Integrity)
- **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 - Engagement, Integrity)
- **Customer Focus:** Considers, prioritizes, and takes action on the needs of both internal and external customers. (Cultivate Excellence - Engagement, Integrity)
- **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 - Engagement, Integrity)
- **Analytical Skills:** Approaches problems using a logical, systematic, and sequential approach. Weighs priorities and recognizes underlying issues. (Cultivate Excellence - Engagement, Integrity)
- **Business Acumen:** Ability to perform essential functions of position with insight, acuteness, and intelligence in the applicable areas of commerce and/or industry. (Cultivate Excellence - Engagement, Integrity)

**TYPICAL DUTIES:**

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

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65%	E	<p>Apply instructional design best practices to design, develop, implement, and evaluate on-demand eLearning training modules, instructional materials, and webinars that educate employees throughout the Department about contracting and procurement policies and procedures. Partner with subject matter experts (including managers and district coordinators) to analyze training needs and opportunities and to develop effective instructional content and training programs. Utilize Articulate 360, Adobe Captivate, and other programs to design and develop high-quality, customized training solutions. Organize training topics, strategies, and performance initiatives. Create and review training materials, manuals, and evaluations, and recommend content modifications as needed. Collaborate with the team to continually evaluate, improve, and streamline processes and procedures. Maintain knowledge of current presentation techniques, competency-based curriculum design, and distance learning delivery methods and technologies. Ensure published training materials comply with Americans with Disabilities Act (ADA) accessibility guidelines and State and departmental rules and regulations.</p> <p>Use the Division and Department learning management systems to implement eLearning trainings, schedule live trainings, and update training activities for Division staff. Coordinate with vendors and other Divisions to troubleshoot issues and handle renewals of training software and subscription services.</p> <p>Establish partnerships and coordinate with the Learning and Development Office (LDO) to ensure training requirements are consistent with departmental policies and procedures. Working in conjunction with DPAC Communications Branch staff, manage the online DPAC Training and Events Calendar.</p>
20%	E	<p>Utilize Adobe Creative Cloud software (Photoshop, Illustrator, InDesign, etc.) to design graphics and marketing materials, such as brochures, flyers, and presentations for the promotion of DPAC programs and services. Partner with Caltrans Public Affairs to ensure marketing materials conform to Caltrans graphic standards and style guides. Propose marketing strategies for various DPAC communications and/or events.</p> <p>Analyze, design, develop, and maintain DPAC’s internal and external websites. Review and manage web content requests for appropriateness, and work with various content contributors to maintain and update web pages, images, links, documents, etc. Research, develop, and recommend effective web solutions and changing technologies to meet the evolving needs of DPAC. Follow website development best practices and industry standards. Make edits to the DPAC intranet site using Drupal. Design, develop, and maintain the DPAC external site using Sitecore and approved, established templates. Create and maintain a working partnership with DPAC content contributors and the Caltrans Information Technology (IT) Web Design and Support Team to troubleshoot issues and maintain and enhance website functionality. Ensure website materials meet State, department, and Americans with Disabilities Act (ADA) guidelines for accessibility.</p> <p>Create surveys/polls and generate subsequent reports utilizing SurveyMonkey and/or other online tools. Identify opportunities for improvement and develop strategies and plans to address improvement opportunities. Develop correspondence, charts, graphs, presentations, and special studies as needed.</p>
10%	M	<p>Research, write, prepare, edit, and distribute various communications on behalf of the DPAC Communications Branch and/or DPAC. This may include, but is not limited to, newsletter articles, marketing materials, presentations, email communication, reports, training modules, etc. Manage and maintain official DPAC email communications. Support Communications Branch projects, monitor shared email accounts, and respond to customer inquiries.</p>
5%	M	<p>Act as backup to other Communications Branch staff. Perform special projects as assigned.</p>

<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 supervise others, but may serve in a lead capacity during the Branch Chief’s absence.

KNOWLEDGE, ABILITIES, AND ANALYTICAL REQUIREMENTS  
The incumbent is expected to understand the organization’s business and priorities, and to take into account the larger business perspective in proposing and designing training solutions; analyzing information and situations; identifying and solving problems;

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reasoning logically; drawing valid conclusions; and developing effective solutions.

### Knowledge of:

- Adobe Creative Suite software applications, including Illustrator, Photoshop, and InDesign
- Web and graphic design best practices and Web Content Accessibility Guidelines (WCAG)
- Microsoft Office software applications, including PowerPoint, Excel, and Word
- English grammar and punctuation
- Caltrans Mission, Vision, Goals, and Objectives
- General knowledge of laws, policies, and procedures related to State contracting and procurement

### Ability to:

- Explain complex policies, processes, or procedures
- Understand and adapt to current and evolving technology solutions
- Communicate clearly and effectively in all settings
- Identify opportunities to implement best business practices and solve problems
- Effectively research, gather, analyze, and present data
- Write clear and well-organized policies, procedures, reports, and briefing documents
- Manage multiple priorities and complete assignments accurately and timely
- Analyze data and make sound recommendations
- Make effective presentations
- Reason logically and learn rapidly
- Work well independently and as a team member
- Inspire confidence and gain cooperation from staff and management
- Build cooperative working relationships with others
- Implement business process changes effectively

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### RESPONSIBILITY FOR DECISIONS AND CONSEQUENCES OF ERROR

The incumbent must be able to exercise good judgment to fulfill their comprehensive responsibilities. Errors in judgment or inadequacies in recommendations and decisions could result in loss of credibility, inadequate budget development, insufficient contract monitoring, and loss of funds, which could negatively impact DPAC.

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### PUBLIC AND INTERNAL CONTACTS

The incumbent independently confers with all levels of staff and management in Caltrans. The incumbent is in regular contact with the IT Web Design and Support Team, Public Affairs, Reprographics Unit, Learning and Development Office, Administration Divisions, and Resource Management. The Web and Marketing Specialist will promptly and accurately respond to internal clients, and demonstrate a positive attitude and a commitment to provide quality service that is accurate, timely, and meets our customers' expectations.

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### PHYSICAL, MENTAL, AND EMOTIONAL REQUIREMENTS

Travel may be required in carrying out the training responsibilities of this position. The employee may be required to sit or stand for long periods of time using a keyboard and video display terminal. May also be required to lift, carry, and move boxes of material from one location to another. Employee will be required occasionally to bend, stoop, kneel, pull or push objects, grasp objects, stand for long periods of time, and twist the body or neck in a sideways motion, either seated or standing. Employee must have the ability to multi-task, adapt to changes in priorities, and complete tasks or projects with short notice. Employee must sustain mental activity needed for reviewing material, auditing, problem solving and reasoning. Employee may deal with difficult people and must have the ability to develop and maintain cooperative working relationships; resolve emotionally charged issues reasonably and diplomatically; consider and respond appropriately to the needs, feelings, and capabilities of different people in different situations; and be tactful and treat others with respect.

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### WORK ENVIRONMENT

While at the base of operation, the incumbent will work in a climate-controlled office under artificial light. However, due to periodic problems with heating and air conditioning, the building temperature may fluctuate.

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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.)

EMPLOYEE (Print)

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.

SUPERVISOR (Print)

SUPERVISOR (Signature)	DATE
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