

STATE OF CALIFORNIA

An Equal Employment Opportunity Employer - equal opportunity to all regardless of race, color, creed, national origin, ancestry, sex, marital status, disability, religious or political affiliation, age or sexual orientation.



IT IS AN OBJECTIVE OF THE STATE OF CALIFORNIA TO ACHIEVE A DRUG-FREE WORK PLACE. ANY APPLICANT FOR STATE EMPLOYMENT WILL BE EXPECTED TO BEHAVE IN ACCORDANCE WITH THIS OBJECTIVE BECAUSE THE USE OF DRUGS IS INCONSISTENT WITH THE LAW OF THE STATE, THE RULES GOVERNING CIVIL SERVICE AND THE SPECIAL TRUST PLACED IN PUBLIC SERVANTS.

ONLY INDIVIDUALS LAWFULLY AUTHORIZED TO WORK IN THE UNITED STATES WILL BE HIRED.

INVITES APPLICATIONS FOR

Director of Marketing

CALIFORNIA HEALTH BENEFIT EXCHANGE SACRAMENTO, CALIFORNIA

**MONTHLY SALARY
NEGOTIABLE**

**FINAL FILING DATE:
June 21, 2013**

Under the general direction of the Chief Deputy Executive Director, for the California Health Benefit Exchange (Exchange), the Director of Marketing, provides executive leadership for the marketing and outreach functions for the Exchange. The Director is responsible for the Exchange's strategic planning and execution of marketing and outreach to individuals and communities as well as the broad campaign to foster awareness and knowledge of enrollment in the full spectrum of state health programs. This position also provides coordination and marketing oversight for marketing to small business and the Small Business Health Options Program (SHOP).

The Director of Marketing, will:

- Have executive management oversight for the development of marketing strategy, marketing plan and its execution as well as evaluation of marketing and outreach efforts and penetration of reach into California communities. Management oversight includes advising the Executive Director and Board on marketing strategy and recommended approaches for maximum reach and interfaces with other Exchange efforts related to public affairs, community grant outreach, the assisters/navigator program and SHOP to maximize marketing and outreach efforts.
- The Director works with the Deputy Director of Marketing and Research to assign work and priorities, monitors progress, adjusts priorities, to meet established outcomes and deadlines. Identifies and institutes management policies and tracking systems to monitor assignments and associated due dates and provides regular reports to senior management on status of assignments both verbally and in writing. Additionally, the incumbent directs the executive development and management of outside marketing vendors including ad agencies. Establishes and maintains

effective relationships with marketing vendors and contractors and ensures compliance with contract requirements and expectations, budgets, production and deliverable schedules.

- Directs in conjunction with the Marketing Team, the development and management of all aspects of TV, radio and other media advertising programs with associated budgets. Works closely with Director of Communications and Public Relations to develop messaging strategies and to distribute appropriate responses on behalf of the organization. In collaboration with the management team, others and contractors, develop and implement an innovative marketing and outreach campaign, including culturally and linguistically diverse publications, outreach materials (brochures, signs, mailers, literature), public service announcements on radio and television, web based marketing promotions, etc., regarding the individual mandate and health coverage offered by the Exchange to reach Californians.
- Responsible for marketing functions targeting small employers (SHOP), and promoting the federal small business tax credit and options for such employers in purchasing affordable and high-quality health insurance for their employees and employee dependents. The Director, through subordinate managers may manage consultant and or vendor contracts in this area.
- Serves as a member of the Covered California or Exchange executive management team, contributing to development of long and short-term strategic goals and in the development and execution of program business operational objectives. Collaborates with leadership on development and implementation of strategies to generate customer acquisition and retention. Directs staff in strategic and business plans, strategic initiatives, goals and related objectives.
- Develop and implements, in coordination with the Director of Communications and Public Relations, public media concepts and strategy to promote Exchange activities for the Executive Director and the Exchange. Develop the Strategic Marketing Plan for the Exchange to secure and maintain Exchange enrollment of individuals and small businesses. Seek out and target new customers and new marketing and outreach opportunities, initiate action plan to approach and secure new enrollments. Coordinate as appropriate, the individual marketing program with similar efforts to provide enrollment in the Small Business Health Option Program and the Community Outreach Grant program. Maintain awareness of the trends in the health insurance industry and health care reform and make adjustments to the Strategic Marketing Plan and update of long-term activities as needed.
- Develops strategies for measuring the success of Covered CA's efforts to market the programs including developing metrics for success such as market share promotional response rates, trend analyses and other analytics to drive marketing strategies. Establish and monitor performance goals on a continual basis. Establish a marketing report system in cooperation with the Chief Information Officer to efficiently provide standard marketing reports, perform report analysis and develop actionable items from the reports. Analyze marketing, and enrollment and other statistical data to determine effectiveness of marketing outreach programs as well as growth potential, in collaboration with other Executive Management of the Exchange.
- Represents the Exchange and its work at meetings, conferences, focus groups, etc., on a variety of marketing and sales issues. In this capacity the incumbent will present, explain, define and educate the Board, customers and stakeholders on a wide variety of marketing and outreach issues.

DESIRABLE QUALIFICATIONS

- Proven success in leadership, management and motivation of marketing teams including building and retaining highly qualified teams: branding, market positioning and messaging, customer-based marketing. Experience with multiple communities and distribution channels (e.g., print, TV, radio, and social media) and target marketing for diverse populations.
- Demonstrated success in brand management, generation of business growth, improving customer base or market share, development of effective, measurable marketing.
- Experience with advertising, including all aspects of digital/web-based and direct marketing.
- Strong project management and general managerial experience.
- Understanding of the policy issues associated with the health care insurance market, transition to the Affordable Care Act and the need for coverage for individuals and small employer sectors.
- Experience in the development and implementation of campaigns that have effectively targeted communities of color, non-native English speakers and diverse educational and geographic groups.

COMPENSATION AND BENEFITS

The State of California benefit package includes:

- Retirement contributions into the California Public Employees' Retirement System (PERS)
- Vacation and sick or annual leave
- Medical, dental and vision insurance
- Life insurance of \$50,000 basic plus \$50,000 Accidental Death and Dismemberment
- Eleven (11) holidays plus two professional development days and one personal day per year
- Voluntary enrollment into a deferred compensation program, Long Term Disability Insurance, Long Term Care Insurance, Group Term Life Insurance, and a Legal Services Plan

THE DEPARTMENT

In the fall of 2010, California enacted the first state law in the nation establishing a health benefit exchange under ACA, the California Patient Protection and Affordable Care Act (CA-ACA). The CA-ACA included legislative intent for the creation of the California Health Benefit Exchange to:

- Reduce the number of uninsured Californians by creating an organized, transparent marketplace for Californians to purchase affordable, quality health care coverage, to claim available federal tax credits and cost-sharing subsidies, and to meet the personal responsibility requirements imposed under the federal act (ACA);
- Strengthen the health care delivery system;
- Guarantee the availability and renewability of health care coverage through the private health insurance market to qualified individuals and qualified small employers;
- Serve as an active purchaser, including creating competitive processes to select participating carriers and other contractors;
- Require that health care services plans and health insurers [collectively carriers] issuing coverage in the individual and small employer markets compete on the basis of price, quality, and service, and not on risk selection; and,
- Meet the requirements of the federal act and all applicable federal guidance and regulations.

The CA-ACA established the Exchange as an independent public entity that is governed by a five-member board made up of the State's secretary of health and human services, two members appointed by the Governor and two members appointed by state legislators—one by the speaker of the Assembly and the other by the Senate Rules Committee.

The Exchange represents an important component of health care reform. The legislative, regulatory and policy development workload needed to establish the Exchange and be fully operational by 2014 is unprecedented.

The vision of the California Health Benefit Exchange is to improve the health of all Californians by assuring their access to affordable, high quality care. Beginning in 2014, the California Health Benefit Exchange will allow individuals and small businesses to compare plans and buy health insurance on the private market. A successful Exchange will provide purchasers with a more stable risk pool, greater purchasing power, more competition among insurers and detailed information regarding the price, quality and service of health coverage. It will also streamline access for individuals to programs that provide subsidies for health coverage. The Exchange will increase the number of insured Californians, improve health care quality, lower costs, and reduce health disparities through an innovative, competitive marketplace that empowers consumers to choose the health plan and providers that give them the best value.

Members of the board or of the staff of the Exchange are subject to strict conflict-of-interest provisions. They may not be employed by, a consultant to, a member of the board of directors of, affiliated with, or otherwise a representative of, a carrier or other insurer, an agent or broker, a health care provider, or a health care facility or health clinic.

The Exchange's headquarters office is located in Sacramento, California.

REVIEW AND SELECTION PROCESS

An executive screening committee will conduct a review of all applications, resumes and Statements of Qualifications. Candidates deemed to have the most relevant background will be invited for interviews to be held in Sacramento, California. **The Director of Marketing is an "Exempt" position that serves at the pleasure of the Board, therefore appointment to the position and salary are subject to Board approval.** Please do not submit applications to the Governor's Office.

HOW TO APPLY

Qualified persons must complete:

- State application form (Standard 678 available on the CalHR web site at www.CalHR.ca.gov),
- a resume of qualifications and experience,
- a Statement of Qualifications (no more than three pages) addressing the Desirable Qualifications in the order identified in this announcement, and
- three professional references (names and telephone numbers)

This information is to be sent to:

Carmen Hiller
560 J Street, Suite 290
Sacramento, CA, 95814
Phone: (916) 323-3603
Fax: (916) 323-3564

For Further information regarding this position, please contact Ms. Hiller as (916) 323-3603 or Carmen.Hiller@covered.ca.gov.