



JENNIFER KENT
DIRECTOR

State of California—Health and Human Services Agency
Department of Health Care Services



EDMUND G. BROWN JR.
GOVERNOR

CALIFORNIA DEPARTMENT OF HEALTH CARE SERVICES
Assistant Deputy Director, Office of Public Affairs

Exempt Appointment

The Assistant Deputy Director provides daily managerial direction for the media response and Stakeholder Engagement functions of the Office of Public Affairs (OPA). In addition, the Assistant Deputy Director assists the Deputy Director as required in all functions of the OPA, including social marketing, publications, internal and external communications.

Assists the Deputy Director, OPA by identifying and determining overall media strategy, both short range and long range, for recommendation to the Deputy Director, OPA, and adoption by the Department. Executes the highly sensitive and controversial detailed media strategy for the department. Approves all departmental media contact in consultation with the Deputy Director, OPA. The incumbent is “on call” 24 hours a day to respond to media calls and makes recommendations to the Deputy Director, OPA, on sensitive and/or controversial issues.

Assists the Deputy Director, OPA, by providing managerial, administrative and technical expert guidance for the stakeholder functions of OPA. Coordination of the department’s organization and facilitation of mandated and non-mandated stakeholder groups, including oversight of the DHCS Stakeholder Engagement Process used by each division for communicating with stakeholders. Administers the development and implementation of all processes and strategies necessary for the operation of the overall stakeholder engagement process.

Assists the Deputy Director, OPA, by providing managerial oversight of OPA Information Officers to respond to media requests. Coordinates the public appearances and media interviews, including planning, execution, and transportation, for representatives of DHCS, including the Director, Chief Deputy Directors and Deputy Directors. Reviews publications and videos issued by the Department and makes recommendations to the Deputy Director, OPA regarding approvals; supervises media staff and production of external communications.

Provides direction to staff for implementation of social media policy, electronic media production, and development of strategies and materials for public outreach. Serves as

the liaison with other state and federal agencies and departments in the media execution of all department related issues that involve similar cooperation and sensitivity.

Individuals interested in applying for this position should send a detailed letter of interest and your resume or CV to Tiffany Davis. Her contact information is as follows:

By Mail:

Department of Health Care Services
Director's Office
1501 Capitol Ave. P.O. Box 997413
MS 0000
Sacramento, CA 95899-7413
ATTN: Tiffany Davis

By E-mail:

Tiffany.Davis@dhcs.ca.gov.

The final filing date for this position is **April 22, 2015**.

Questions regarding the position should be directed to Tiffany Davis. You may contact her via e-mail or by phone at (916) 440-7693.

For information regarding benefits, please refer to the Department of Personnel Administration website: www.dpa.ca.gov.