



# 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, COMMUNICATIONS & PUBLIC RELATIONS

CALIFORNIA HEALTH BENEFIT EXCHANGE ALSO KNOWN AS COVERED CALIFORNIA (EXCHANGE/CC)  
SACRAMENTO, CALIFORNIA

**SALARY IS NEGOTIABLE**

**FINAL FILING DATE:  
Until Filled**

**Under the general direction of the Chief Deputy Executive Director, Strategy, Marketing and Product Development, California Health Benefit Exchange/Covered California (Exchange/CC), the Director, Communications and Public Relations, provides executive leadership for the ongoing public information and public affairs functions for the Exchange/CC. The Director also manages statewide outreach efforts to stakeholders who are integral to the successful implementation of the Exchange/CC mission.**

Specific Duties:

Develop, coordinate and implement the communications and public affairs program of the Exchange/CC, including oversight of staff and contracted vendors, developing and implementing consistent messages that reflect the mission and values of the Exchange/CC.

Develop, coordinate, and implement policy to affect the two-way communication with a range of stakeholders on a variety of high profile issues important to fulfilling the Exchange/CC's mission. Devise strategies to ensure communication is consistently available to stakeholders and sensitive to their needs.

Act as the official Exchange/CC spokesperson, responding to inquiries from public organizations, news media, or individuals, and provide accurate and appropriate comments about Exchange/CC programs, policies and positions. Give presentations to the Exchange/CC Board on media, communications, and outreach issues.

Establish ongoing communications with other state entities with responsibilities related to the duties of the Exchange/CC and other health coverage issues to ensure consistent messaging to the public and media outlets.

Develop, in coordination with the Director of Marketing, concepts and implement the public media strategy to promote Exchange activities for the Executive Director and the Exchange/CC.

Research and finalize briefing materials for speeches/presentations and op-ed pieces for the Executive Director, other Exchange/CC staff, and the Board to promote the Exchange/CC's mission.

### **DESIRABLE QUALIFICATIONS**

- Demonstrated depth of knowledge and understanding of the California and national health care marketplace, especially as it relates to the Exchange/CC mission.
- Experience in public relations, management of relations with news media and communications about health care and/or public benefit programs.
- Experience with collaboration with health coverage stakeholder groups and other interested parties.
- Experience working with a broad range of media outlets and mediums, including ethnic press and television, and social media.
- Understand the policy issues associated with the health care insurance market and the need for coverage for individuals and small employer sectors.
- Demonstrated ability to provide leadership and work in a team-based, collaborative environment that promotes diversity.

### **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;
- 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 CALIFORNIA HEALTH BENEFIT EXCHANGE ALSO KNOWN AS COVERED CALIFORNIA (EXCHANGE/CC)**

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 the Affordable Care Act (CA-ACA). The CA-ACA included legislative intent for the creation of the Exchange/CC to:

- Reduce the number of uninsured *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 (ACA);
- Strengthen the health care delivery system;
- Guarantee the availability and renewability of healthcare coverage through the private health insurance market to qualified individuals and qualified small employees;
- 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.

**The Exchange/CC is overseen by a five member board that sets policy and steers the organization. Our vision, mission and core values are:**

*The Exchange/CC's vision is to improve the health of all by assuring their access to affordable, high quality care.*

*The Exchange/CC's mission is to 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.*

The six core values the board has identified are: being consumer-focused; assuring affordability; being a catalyst for improving care delivery; operating with integrity; working in partnership; and being results focused.

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

## **REVIEW AND SELECTION PROCESS**

An executive screening committee will conduct a review of all state applications, resumes and Statements of Qualifications. Applicants deemed to have the most relevant background will be invited for interviews. Interviews will be held in Sacramento, California. The Deputy Director of Communications & Public Relations is an "EXEMPT" position that serves upon authorization of the Board, therefore appointment to this position and salary are subject to Board approval.

## **HOW TO APPLY**

Qualified persons must complete:

State Application (STD 678)

Resume of qualifications and experience

Statement of Qualifications (no more than two pages) based on the Desirable Qualifications identified in this announcement

Three professional references (name and telephone numbers)

These documents should be sent to:

Pat Macht  
1601 Exposition Blvd  
Sacramento, CA, 95815  
Phone: (916) 228-8547  
Fax: (916) 403-4454

For Further information regarding this position, please contact Ms. Macht at (916) 228-8547 or  
[pat.macht@coveredca.ca.gov](mailto:pat.macht@coveredca.ca.gov).