



The DMHC regulates managed health care plans in California, protects the rights of more than 20 million health plan enrollees, educates consumers on their health care rights and responsibilities, and preserves the financial stability of the managed health care system.

Governor's Exempt Appointment

The California Department of Managed Health Care is currently recruiting for a Deputy Director, Communications and Planning

California State Government supports equal opportunity to all regardless of race, color, creed, national origin, ancestry, sex, marital status, disability, religious or political affiliation, age, sexual orientation, medical condition or pregnancy. It is an objective of the State of California to achieve a drug-free workplace. Any applicant for state employment will be expected to behave in accordance with this objective because the use of illegal drugs is inconsistent with the laws of the State, the rules governing Civil Service, and the special trust placed in public servants.

CLASSIFICATION:	Deputy Director, Communications and Planning
JOB LOCATION:	Sacramento, CA
FINAL FILING DATE:	October 31, 2014
SALARY:	\$8,144 - \$9,071

APPLICANT CHARACTERISTICS

The California Department of Managed Health Care (DMHC) is in search of an energetic and innovative individual to lead the multi-faceted public affairs program of the DMHC that regulates most health plans, serving over 20 million enrollees, in the State of California. If you are skilled in providing articulate and insightful solutions to complex issues that impact consumers, health plans and providers, and other state departments, enjoy working with a variety of health care professionals and advocates, and strive to find collaborative solutions, the DMHC is very interested in having you join our leadership team!

POSITION DESCRIPTION

Under the direction of the Director and Chief Deputy Director, the Deputy Director for Communications and Planning has responsibility for planning, implementing and directing a comprehensive public affairs program. Responsibilities include overseeing statewide mass media and public awareness efforts, publicizing department initiatives and actions, conducting stakeholder outreach, coordinating and overseeing statewide conferences, and coordinating outreach efforts with public and private sector entities. As a member of the executive management team, the Deputy Director of Communications and Planning also provides strategic planning and performance management advice to the Director and Chief Deputy Director.

Specific tasks include, but are not limited to:

- 25% Consults and advises the Director, Chief Deputy Director and Executive Staff members on public relations implications of the Department's programs and activities; plans, organizes and coordinates public information programs within the Department of Managed Health Care's scope of responsibility to ensure that these program areas reflect the Department's goals and objectives.
- 15% Enhances public understanding of the Department's programs and determines the need for further public information and education activity; plans and develops educational and informational publications, brochures and booklets to accomplish these objectives.

- 15% Establishes and maintains cooperative working relationships with the press, media, and other governmental agencies; acts as general spokesperson for the department to news media and the public; responds to news media inquiries for information; issues official statements about the Department's programs and activities, including the most sensitive and controversial matters.
- 15% Directs the development of all news releases and verbal communications to both printed and electronic media on all program activities of the Department of Managed Health Care; screens major programs and policy changes for public relations impact.
- 15% Functions as liaison and information contact person on media and news-related issues with the Governor's Office, the Legislature and the California Health and Human Services Agency, generating information and periodic reports on media, public affairs issues, public affairs plans and current issues for Agency (including weekly and monthly reports), and lists of questions and answers for briefing the Director and Governor prior to news conferences.
- 5% Serves as a member of the Department's management team, attends weekly meetings of Executive Staff, ensures coordination with key technical program areas.
- 5% Serves as content editor, and IT liaison, for public Web site and social networking efforts.
- 5% Directs internal communication efforts on behalf of Executive office including all-staff messages and the quarterly employee newsletter.

DESIRABLE QUALIFICATIONS

1. Experience serving as an integral member of an executive management team; planning, developing, and implementing department policies and strategic priorities; developing and executing public affairs strategies to support department goals and objectives; implementing assigned programs and projects with positive results; responding to critical issues as needed outside of regular work hours; demonstrating leadership, competence, and integrity while serving in an executive management position.
2. Experience serving as a media advisor to top management; formulating and executing effective stakeholder outreach communications impacting individual programs and the organization as a whole; proactively resolving critical, high profile issues of media interest; and providing both planned and impromptu presentations before groups on diverse, complex, and sensitive subjects.
3. Experience writing press releases, annual reports, articles, educational publications, op-ed pieces, and speeches; familiarity with local and national media representatives; Web page and social-media trends; use of photo-editing and document-design programs; and, experience handling sensitive and confidential issues. Mastery of the English language, both written and spoken, and excellent judgment are key attributes of this position.
4. Ability to work effectively with all stakeholders; promoting cooperative partnerships, and gaining the support and confidence of the Administration, and State and Federal control agencies. The successful candidate recognizes that people are the Department's most valuable resource and can attract appropriate candidates, evaluate, and select the most qualified; and dedicates time to develop and encourage staff to achieve their true potential.
5. Knowledge of California health care service delivery policy issues; the Federal Affordable Care Act; the Knox-Keene Health Care Service Plan Act; legislation development and the legislative process; and, the actions required to implement key mandates as well as an understanding of the context and mission involving the transition to sweeping health care reform, both internally and externally.

COMPENSATION AND BENEFITS

Salary – is negotiable and commensurate with education, experience and training.

Benefits – medical, dental, vision, life insurance and retirement program under the California Public Employees Retirement System (CalPERS).

Leave Allowance - Vacation and sick leave benefits provided and 11 holidays observed annually.

APPLICATION INFORMATION

1. Submit a [Standard State Application \(Form 678\)](#), resume, and Statement of Qualifications (SOQ) to the address indicated below.
2. An SOQ, no more than three pages in length, describes how the candidate's background, education and experience specifically relate to the ability to perform the duties of this position.
3. A screening committee will independently evaluate each applicant's experience, education, certification and training for the position against specific job-related criteria developed from the Desirable Qualifications. Therefore, it is critical that each applicant include specific information in the SOQ on how his/her experience, education, certification, and training meet the Desirable Qualifications.
4. Based upon the screening committee's evaluation of the competitive group, interviews may be conducted with only the most qualified candidates.

All interested applicants must submit the State Application, Resume, and Statement of Qualifications to:

**Department of Managed Health Care
Human Resources - Attention: Emily Taylor
980 9th Street, Suite 500
Sacramento, CA 95814
(916) 327-2438**