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, MARKETING DIVISION

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 Marketing Division Director, provides executive leadership for the marketing functions for the Exchange/CC. The Director is responsible for the Exchange's program of marketing to small businesses and individuals as well as the broad campaign to foster knowledge of enrollment in full spectrum health programs.

Specific Duties:

Recruit, select, coach, mentor, train, evaluate and manage a team of technical and creative professionals responsible for the full range of marketing and advertising activities to promote the offerings of the Exchange/CC. Assigns work to subordinate managers, and meets regularly to discuss staff selection issues, staff performance as well as the manager's performance, and individual developmental needs/career aspirations. The Director assigns work and priorities, monitors progress, adjusts priorities, redistributes workload and or secures extensions as needed to meet established deadlines. Institutes 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 development and management of outside marketing vendors including ad agencies. Establishes and maintains effective relationships with marketing vendors and ensures compliance with contract requirements and expectations, budgets, production and deliverable schedules.

Direct the development and management of all aspects of radio and other media advertising programs including associated budgets. Oversee the Deputy Director, Marketing to develop messaging strategies

and to prepare appropriate responses on behalf of the organization. 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 and those available from Medi-Cal. Additionally the Director is responsible for marketing functions targeting small employers, 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.

Serve as a member of the Exchange/CC management team, contributing to development of long and short-term strategic goals and in the development and execution of program business operational objectives. Collaborate with leadership on development and implementation of strategies to generate customer acquisition and retention, prospect conversion and /or fuel program adoption and usage. Direct staff in strategic business plans, initiatives, goals and related objectives.

Develop a strategic marketing plan for the Exchange/CC to secure and maintain Exchange/CC enrollment of individuals and small businesses. Seek out and target new customers and new opportunities, initiate action plans to approach and secure new enrollment in Exchange/CC and other public health coverage programs. Coordinate, as appropriate, the individual marketing program with similar efforts to provide enrollment in the Small Business Health Option Program (SHOP). Maintain awareness of the trends in the health insurance industry and health care reform and make adjustments to a strategic marketing plan and update of long-term activities as needed.

DESIRABLE QUALIFICATIONS

- Demonstrated ability to formulate, direct, coordinate and execute marketing strategies and policies to promote products and services of an organization (with an emphasis on membership acquisition).
- Demonstrated ability to plan, organize and balance workload in a fast paced environment with competing priorities to achieve optimal outcomes and cost effective solutions.
- Demonstrated experience in networking with a range of stakeholders including customers, colleagues, suppliers and partner organizations.
- Demonstrated knowledge of strategic marketing and advertising campaigns highlighting specific marketing experience collaborating with Health Plans.
- Demonstrated knowledge of business and management principles involved in strategic planning, resource allocation, human resources, leadership technique, production methods, and coordination of people and resources.
- Significant leadership experience working on complex projects and/or programs that involve partnering with multiple and divergent groups or individuals, such as federal, state or local governments, local community-based organization, public or private agencies, diverse advocate groups.
- Experience communicating with target audiences and managing customer relationships specifically communities of color.
- Experience developing reporting systems and metrics to measure success of marketing campaigns.
- Experience with market research studies and analysis with the ability to develop creative solutions for problem areas.

- Knowledge of trends in the health insurance industry and health care reform and the current controversy facing California and the nation.

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 three pages) based on the Desirable Qualifications identified in this announcement
Three professional references (name and telephone numbers)

These documents should be sent to:
Barbara Brock
1601 Exposition Blvd
Sacramento, CA, 95815
Phone: (916) 228-8228

For further information regarding this position, please contact:
Barbara Brock at (916) 228-8228 or email: Barbara.Brock@covered.ca.gov.