



# 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

### Deputy Director, Communications & Public Relations (Spanish Speaking)

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

**SALARY IS NEGOTIABLE**

**FINAL FILING DATE:  
Until Filled**

Under general direction of the Director of Communications and Public Affairs, the Deputy Director performs critical, highly sensitive policy setting, program and administrative work for the Exchange/CC. The Deputy Director provides executive leadership, design and execution of statewide outreach efforts, with a special emphasis on outreach and communications to the Covered California Latino audiences who are integral to the successful implementation and support of the Exchange.

Collaborates with other top leadership in the Exchange/CC, partners with Division Chiefs of other units, and works through subordinate managers and multi-disciplinary staff, performing work in a wide variety of complex assignments in the Communications and Public Relations Office within the Exchange/CC.

#### **SPECIFIC DUTIES**

Designs strategy and provides executive direction to subordinate managers for large scale campaign programs of education and information. Serves the Director of Communications by leading processes and gaining organizational consensus for development of the annual communications and public relations business plans, high profile strategic communications initiatives, goals, and related objectives.

Develops and directs statewide policies and programs of Latino outreach. Working through subordinate managers, responsible for implementation and ongoing efforts of programs to affect two way

communications with Latino stakeholders. Serves as Chief Communications Strategist on a variety of high profile issues related to Latino outreach important to fulfilling the Exchange/CC mission.

Serves as the System's Senior Executive Spokesperson for Spanish language media, state and local government, key state and national stakeholder groups, and the public. Conducts proactive Spanish-language media outreach, conducts highest profile Spanish-speaking interviews with national and statewide Spanish-language media, and recommends to the Director of Communications, the Chief Deputy and the Executive Director crisis communications programs that result from complaints or criticisms from this audience segment for the Exchange/CC.

Represents the Division in the absence of the Director, Public Relations & Communications.

Sets policy and oversees administrative processes in Communications Office, i.e., contract administration, financial management, and human resource management.

### **DESIRABLE QUALIFICATIONS**

- Ten years senior level public and private sector experience in public relations, five of which should be in the health care field. This should include firsthand experience in designing and implementing communications and engagement strategies in complex organizations and across diverse groups related to the health care sector.
- Five or more years' experience in Spanish spokesperson roles on behalf of complex organizations.
- Proven record of creating innovative and measurable solutions to business problems.
- Strong leader interaction skills with internal and external audiences.
- Demonstrated experience working under demanding time pressure, under tremendous public scrutiny.
- Ability to build and manage relationships with various news media, especially regarding health care and public benefit programs; effectively communicate with individuals from multiple demographic constituencies with demonstrated experience with California's diverse communities, including ethnic press, television and social media.
- Experience leading the development, design and execution of effective health care related communications and public relations campaigns; high level understanding of a complex health care industry environment, as it compares with the national health care market, and the Exchange's mission, including service providers, health insurance companies, and the health insurance brokerage industry.
- Demonstrated ability to break down barriers and establish methods that promote diversity in the staff and vendors of the Exchange/CC and generate effective relationships with key audiences.
- Demonstrated depth of knowledge and broad understanding of the California and national health care marketplace, especially as it relates to challenges of the Exchange/CC.
- Seasoned public relations executive-level experience in public and private sector, with public agency experience working for a variety of clients in the health industry field.
- Experience working in collaboration with health coverage stakeholder groups and other interested parties.
- Proven professional Spanish speaker experience, including speaking before large groups, the Spanish-speaking press and stakeholder groups.
- Keen understanding of policy issues associated with health care insurance market and need for coverage for individuals and small employer sectors.

- Ability to provide leadership and work in a team-based, collaborative environment that promotes diversity.
- Leadership skills in forging key relationships and understanding of Spanish-speaking culture important to achieve a high level of education and understanding of CC program offerings.

### **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 Director, Marketing Division, is an "EXEMPT" position that serves upon authorization of the Board, therefore appointment to this position and salary are subject to Board approval.

### **SPECIAL REQUIREMENTS:**

All applicants shall be subject to a pre-employment background investigation. The investigation will consist of completion of a pre-employment questionnaire, fingerprinting, and an inquiry to the Department of Justice to disclose criminal records.

### **HOW TO APPLY**

Qualified persons must complete:

State Application (STD 678)

Resume of qualifications and experience

Statement of Qualifications (no more than five 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](mailto:Barbara.Brock@covered.ca.gov).