**State of California**

**GOVERNOR’S OFFICE OF PLANNING AND RESEARCH**

**AND**

**CALIFORNIA STRATEGIC GROWTH COUNCIL**

Chief Communications and External Affairs Officer

Exempt Classification: Senior Projects Analyst

Salary: $6,825 - 9,310 (monthly)

**Location: Sacramento or Remote in California**

The Governor’s Office of Planning and Research/California Strategic Growth Council is an equal opportunity employer to all, regardless of age, ancestry, color, disability (mental and physical), exercising the right to family care and medical leave, gender, gender expression, genetic identity, genetic information, marital status, medical condition, military or veteran status, national origin, political affiliation, race, religious creed, sex (includes pregnancy, childbirth, breastfeeding and related medical conditions), or sexual orientation of any person.

**GOVERNOR’S OFFICE OF PLANNING AND RESEARCH & CALIFORNIA STRATEGIC GROWTH COUNCIL**

The Governor’s Office of Planning and Research (OPR) and the California Strategic Growth Council (SGC) are both Cabinet-level State organizations.

**OPR**serves the Governor and his Cabinet as staff for long-range planning and research and constitutes the comprehensive state planning agency.OPR operates a variety of programs and initiatives, hosts tools and clearinghouses, and leads a range of activities related to land use and community planning/development, climate adaptation and resilience, sustainable economic development, and long-range research. [www.opr.ca.gov](http://www.opr.ca.gov/).

**SGC** coordinates and works collaboratively across state government and with public agencies, communities, and stakeholders to achieve sustainability, equity, economic prosperity, and quality of life for all Californians.  SGC programs include Affordable Housing and Sustainable Communities (AHSC), Sustainable Agriculture Lands Conservation (SALC), Transformative Climate Communities (TCC), Climate Change Research (CCR), Community Assistance for Climate Equity (CACE), and Health and Equity Program (HEP), which is part of a multi-agency Health in All Policies (HiAP) Initiative. SGC also leads several collaborative policy initiatives to support sustainable, equitable community development and conservation practices in California. [www.sgc.ca.gov](http://www.sgc.ca.gov). OPR and SGC are fast-paced, creative work environment that require staff to have strong collaboration skills, an ability to quickly respond to changing policy needs, and a positive attitude and sense of humor.

**SCOPE**

The Chief Communications and External Affairs Officer (CCEA) is a full-time, executive-level, exempt position that leads and oversees the Communications and External Affairs unit across the Governor’s Office of Planning and Research (OPR) and the California Strategic Growth Council (SGC). In general, the CCEA is responsible for raising the profile of, and increasing access to, OPR and SGC’s programs, resources, and projects by collaborating with internal staff and external partners to lead the development and oversee the implementation of organizational and programmatic communications and external affairs plans, strategies, processes, and procedures ensure meaningful public and stakeholder engagement and to ensure high-quality, consistent, on-brand communications.

The CCEA is a dedicated communications and external affairs professional with a strong commitment to serving California’s diverse communities and geographies and creating a work environment that celebrates diverse backgrounds, cultures, and personal experiences. The incumbent must have an ability to travel up to 15% of the time and occasionally work on evenings, weekends, and holidays. All travel requirements will be modified to reflect California Department of Public Health guidance regarding COVID-19.

**SPECIFIC DUTIES**

**Strategic Functions – 25-30%**

Advise OPR and SGC Executive Leadership and staff on communications and external affairs aspects of programs and policies.

Serve as liaison to Governor’s Office Communications and External Affairs Staff

* Build and foster constructive partnerships with GO Communications and External Affairs staff
* Submit daily and weekly communications reports to the Governor’s Office
* Attend Agency Communications and External Affairs leads meetings

Lead or oversee the development, and oversee the implementation and evaluation of, organizational messaging; communications and external affairs projects, campaigns, and activities; and branding/visual identity for SGC and OPR and each of their programs, including, but not limited to:

* Oversee the development of OPR and SGC websites
* Oversee OPR and SGC social media activities
* Collaboratively development and oversee the production of and new communications or external affairs activities, e.g. webinar series, blogs, speaker’s series, etc.
* Lead the development and oversee the implementation of proactive and reactive earned media strategies
* Stakeholder Engagement and Education with Non-Profit and Community-Based Organizations, Local Governments, e.g. as needed and determined in collaboration with OPR/SGC leadership, program, and policy staff.
* Ongoing Legislative Education - in collaboration with Legislative Director
* Oversee the production of organizational or programmatic events such as conferences, summits, convenings
* Oversee the production of publications, including serving as Editor-in-Chief of SGC’s Annual Report
* Oversee the development, organization, and dissemination of talking points on key organizational, policy, and programmatic topics
* Oversee the development and maintenance of a system to track OPR/SGC press clips

Develop and implement strategies to increase the accessibility of programs and resources to all Californians through improved language accessibility and targeted outreach.

Raise the profile of OPR and SGC Leadership and Staff by identifying and booking relevant and visible speaking opportunities

**Management and Leadership Functions 25%**

* Participate as a member of the leadership teams of both OPR and SGC
* Oversee and advise staff coordinator(s) of internship programs
* Identify and lead opportunities to develop staff and organizational communications skills and strategy
* Manage Web/UI Lead, Communications Officer, Communications and External Affairs Student Assistants and Interns, and any other future positions under this purview
* Serve as a source of information for OPR and SGC on organizational positions, programs, and policies.
* SGC Council Meeting preparation: Collaborate with leadership team on agenda development; collaborate with staff as needed to develop staff reports, presentations, and other materials and participate in review and editing of these materials; oversee public comment processes

**Media Content Creation and Placement 15%**

Write and/or edit press releases, OpEds, and other content and proactively build relationships with reporters, editors, and producers to have this content placed in appropriate outlets.

**External Functions 15%**

Cultivate productive relationships with members of the news media; serve as first point of contact for news media; and oversee Staff interactions with news media, selecting appropriate people within OPR/SGC to discuss issues with the news media; address special interest groups concerned with Agency programs.

Serve as the principal spokesperson for the OPR Director, the SGC Executive Director, and OPR/SGC to news media and the public when needed.

Represent, or appoint a designee to represent, OPR and SGC on relevant communications and external affairs workgroups, committees, task forces, including but not limited to, the communications subcommittee of the State’s Climate Action Team (Comms CAT), California Climate Investments Multiagency workgroup, Housing and Transportation Workgroup, Joint Information Committees, etc.

Make public presentations, on behalf of OPR and SGC, or represent the organizations on panels, as assigned

Ongoing organizational engagement

Coordinate (in collaboration with Governor’s Office, State agencies, and OPR/SGC staff) stakeholder and media engagement activities related to budget releases, executive orders, and other major activities.

**Streamlining and Quality Assurance Functions 10-15%**

Lead the development, oversee the implementation, and evaluate the effectiveness of, organizational systems, processes, and best practices related to external affairs and communications, including, but limited to:

* Project intake processes
* Document review standards and processes
* Production schedule and processes
* Editorial calendars
* SGC and OPR Style Guides
* A centralized system to track relationships and contacts with external stakeholders

**Other duties, as needed 10%**

**SPECIFIC PREFERRED QUALIFICATIONS**

* Minimum of 5-7 years progressively responsible experience working in communications, external affairs, journalism, or other similar roles, including a minimum of 2-3 years leading organizational communications, external affairs or editorial strategy, including press, digital, social media, and multimedia content along with external and interagency stakeholder engagement. At least one year serving on an organizational leadership team.
* Minimum of 2-3 years managing effective communications and external affairs teams.
* Demonstrated strong political instincts and sound judgment; demonstrated ability to operate effectively in a high-level political environment. Discretion around potentially politically sensitive topics
* Expert ability to coordinate and build collaboration across multiple programs, teams, staff (at all levels) to advance policy and programmatic goals and objectives through communications and external affairs activities.
* Expert writing and editing skills, including an ability to synthesize complex or technical information and ideas into clear and digestible content and to teach others to do so
* Experience working State, Federal, or local government, particularly in – or closely with – the executive branch.
* Bachelor’s degree (strongly preferred) and Master’s degree (preferred) in communications, media studies, journalism, public policy, political science, or other relevant discipline(s).
* Demonstrated interest in climate change, planning and community development, sustainability, social equity, or public health preferred.
* Proven commitment to creating a work environment that celebrates diverse backgrounds, cultures, and personal experiences.
* Ability and flexibility to travel and effectively participate in site visits, public workshops, and meetings up to 15% of the time.
* Willingness and ability to work occasionally on evenings, weekends, and holidays.
* Bilingual in English and one of California’s most spoken languages (Spanish, Chinese, Tagalog, Vietnamese, and Korean)

**Compensation and Benefits**:

The State of California benefit package may include:

* Retirement contributions into the California Public Employees’ Retirement System.
* Vacation and Sick Leave or Annual Leave
* Flexible work hours with prior agreement from Supervisor.
* Professional Development Days – two day per fiscal year
* Medical, dental, and vision insurance
* Life insurance basic coverage of $50,000 for managers and $25,000 for supervisors, confidential, and excluded employees
* Voluntary enrollment into a deferred compensation program for Long-term Disability Insurance, Long Term Care Insurance, Group Term Life Insurance, and a Legal Service Plan
* This position is at-will and exempt from Civil Service

**Review and Selection Process:**

Candidates with the most desirable qualifications will be invited for interviews. Interviews will be held remotely. The Chief Communications and External Affairs Officer serves at the pleasure of the Governor and is an “Exempt” position, therefore appointment to this position and the final salary are subject to executive approval.

**How to Apply:**

Please submit application, cover letter, and resume electronically through your CalCareers account at [www.calcareers.ca.gov](http://www.calcareers.ca.gov). In your cover letter, please explain why you are interested in this position and why you think you are a good fit for it.

Or mail it to:

Joanna Sledge

Personnel Officer

P.O. Box 3044

Sacramento, CA 95812-3044

Questions may be directed to Joanna.sledge@opr.ca.gov.