

COMMUNICATIONS DIRECTOR, CEA A
CALIFORNIA HEALTH AND HUMAN SERVICES AGENCY
OFFICE OF THE SURGEON GENERAL

Under the general direction of the Chief of Staff, the CEA A serves as the Communications Director and is an executive staff member participating in high-level policy and planning decisions for the Office of the Surgeon General (OSG).

The Communications Director spearheads the OSG communications strategy and operations for stakeholders and public outreach, provides political advice, crisis communication, and message development; counsels the Chief of Staff and Surgeon General on public policy related to the OSG's administration, programs and services, and serves as the designated public information officer and spokesperson to the press.

These duties require a complete understanding of health and human services press and policy issues relevant to California and travel is required.

Specifically, CEA A performs the following duties:

40% The Communications Director plans, designs and implements the OSG's communications policy and public outreach strategy tailored by audience to maximize awareness and support of the OSG's message and its oversight.

Develops a comprehensive communication plan for stakeholder and public outreach utilizing: 1) speaking opportunities and 2) traditional and digital media platforms, including oversight of the public OSG website (currently osg.ca.gov), social media, and webinars.

Determines the most effective and efficient communication strategies for stakeholders, the media and the public.

Ensures effective, cohesive, and consistent messaging regarding the OSG and its programs through overseeing and contributing to the development of: briefing documents, presentations, speeches, articles, reports, brochures, informational fact sheets, and other public materials.

Makes presentations to Departments, Administration, and other officials consistent with the goals and mission of the OSG; serves as the designated public information officer and spokesperson to the press, public stakeholders, and other organizations; works with Agency legal staff to fulfill Public Records Act requests.

30% The Communications Director coordinates media and/or public education campaigns/events that promote OSG initiatives, which involves establishing cooperative working relationships with the news media and other public stakeholder groups.

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In close cooperation with other OSG staff, prepares the Surgeon General for responding to policy and program issues raised by the media and for participation in a variety of events, including media events, interviews, webinars, and conferences. Accompanies the Surgeon General to events to provide preparatory and logistical support.

- 10% In close cooperation with the OSG Director of Strategic Partnerships, identifies existing opportunities in coordination with programs, and develops new initiatives to enhance and expand the OSG's relationship with community partners, community based organizations, other governmental entities and the public. Establishes and implements comprehensive policies and procedures in conducting work with constituencies including governmental and media entities.
- 10% Provides direct input toward the development of the OSG's mission, policies, procedures, strategic planning and goals.
- 5% Special Projects: At the direction of the Surgeon General or Chief of Staff, the Communications Director will handle special assignments including working with program and administrative management to implement new policies and programs. Represents the OSG on sensitive issues concerning the message of the OSG and represents the OSG on various health committees and commissions mandated by the Governor's Office.
- 5% Coordinates and writes daily, weekly, monthly press/media and policy reports that require close working relationships with department communications and directorate staff to comply with Governor's Office Communications and Cabinet needs.