

**Department of Financial Protection and Innovation**

Position Duty Statement

DFPI HRO 203 (Rev. 07-2021)

<b>NAME</b>	<b>EFFECTIVE DATE</b> Date position filled
<b>CLASSIFICATION TITLE</b> Staff Services Manager I Specialist (Limited Term)	<b>POSITION NUMBER</b> 410-183-4800-xxx
<b>WORKING TITLE</b> Campaign Manager	<b>DIVISION/OFFICE/UNIT/SECTION</b> Communications and Outreach Division
<b>BARGAINING UNIT</b>	<b>GEOGRAPHIC LOCATION</b>

**General Statement:** Under the general supervision of the Multimedia and Grants Director, the Campaign Manager acts as a project manager, liaison, and communications and marketing expert who will help execute decisions on the DFPI’s statewide communications campaigns. As a project manager, the SSMI will work closely with the communications team to contract vendors, approve project work, manage relationships, and work cohesively with internal and external stakeholders to ensure the execution of a campaign that reaches various California student borrowers including those of diverse, cultural, ethnic and social economic backgrounds. This position requires excellent time-management skills, a high degree of independence, a significant understanding and experience managing projects, and ability to solicit and balance feedback from a variety of stakeholders with sensitivity to cultural diversity. Duties include, but are not limited to, the following:

**A. Specific Assignments [Essential (E) / Marginal (M) Functions]:**

**50% Campaign Management (E)**

- This position will work with internal stakeholders, alongside outside partners and contracted vendors to develop and execute campaigns that engage and educate student loan borrowers and support our overall communications goals and objectives. (20%)
- Provide support and guidance on communications and messaging strategies. Edit, proofread and approve marketing materials, including presentations, scripts, newsletter articles/e-blasts, social media posts, brochures, flyers, reports, and more to maximize messaging effectiveness. (10%)
- Solicit, receive, and analyze feedback on campaign deliverables as needed. Consult with leadership to develop recommendations to fulfill campaign objectives. Coordinate and communicate with external working group and DFPI’s Executive leadership. (10%)
- Weekly coordination with targeted outreach team on events and activities. (5%)
- Finalize and work with communications and outreach teams to publish and share campaign messaging with external stakeholders, and general public. (5%)

**25% Vendor relations**

- Act as the point of contact for contracted vendors. Monitor vendor activities and attend weekly meetings. 10%)
- Review and approve all work authorizations and purchase orders. (5%)

- Prepare project activity and status reports, meeting summaries, attend meetings and conference calls, schedule meetings, create workload chart, and coordinate other logistics. Track changes in campaign schedule and assignments. Update vendor on changes and adjust workload chart as necessary. (5%)
- Track overall campaign budget and expenditures for campaign deliverables. (5%)

**20% Administrative and Reporting**

- Assist in capturing and analyzing media metrics and performance, using platform-specific social media data, Site Improve, Google Analytics, and/or other sources. Track and report on public awareness of DFPI campaign growth. (5%)
- Develop, write, edit, and review reports that reflect progress of campaign performance. Reports should document the campaigns' impact, effectiveness, and growth through the identification and tracking of key performance indicators. (5%)
- Track campaign efforts and update timelines and deliverables through project-based management software. (5%)
- Review all project work done by vendor(s) and provide final approval for campaign deliverables. (5%)

**5% Performs Other Related Duties as Required (M)**

**B. Supervision Received**

The Staff Services Manager I reports directly to the Multimedia and Grants Director and works closely with other members of the Communications and Outreach Division.

**C. Supervision Exercised**

The Staff Services Manager I is expected to interpret directions and coordinate, organize, plan, assign/provide direction to staff, and facilitate the implementation of directions, projects and assignments.

**D. Administrative Responsibility**

Supervises daily activities of our communications campaign and is the point of contact for contracted vendors.

**E. Personal Contacts**

- Peers: Communications and Outreach Division, Multimedia and Grants Office, Targeted Outreach Office, and other DFPI staff
- DFPI Executive leadership
- Nonprofit agencies
- DFPI contracted staff
- Other government agencies (e.g., DGS, CalHR, CFPB, FDIC, DOJ)
- Business, Consumer Services, and Housing (BCSH) Agency

**F. Actions and Consequences**

If the duties and responsibilities described for this position are not performed adequately, consequences to the Communications and Outreach Division and the DFPI include:

- Confusion, miscommunication and inefficiency around the execution of the Department’s statewide communications campaigns campaign.

**G. Functional Requirements**

This position is required to sit for long periods of time in front of a computer screen, reviewing and replying to emails, answering phone calls, understanding verbal instructions, reading and analyzing print materials, drafting documents, filling out forms, and working independently.

**H. Other Information**

Desirable qualifications:

Experience providing overarching project direction, leading internal and external teams, managing projects including scopes of work, budgets, and schedules. Consulting and management skills to ensure operations are running smoothly and deadlines can be met effectively. Excellent interpersonal communications to develop and maintain effective working relationships with a diverse staff and contracted vendors. Background in Marketing and/or Advertising ideal, but not required.

**CONFLICT OF INTEREST**

This position is subject to Title 16, section 3830 of the California Code of Regulations, the Department of Financial Protection and Innovation’s Conflict of Interest Regulations. The incumbent is required to submit a Statements of Economic Interests (Form 700) within 30 days of assuming office, annually by April 1st and within 30 days of leaving office.

**FINGERPRINTING**

N/A

**I have read and understand the duties listed above and I can perform these duties with or without reasonable accommodation.** (If you believe reasonable accommodation is necessary, discuss your concerns with the hiring supervisor. If unsure of a need for reasonable accommodation, inform the hiring supervisor, who will discuss your concerns with the Health & Safety analyst.)

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Employee Signature

Date

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Employee’s Printed Name, Classification

**I have discussed the duties of this position with and have provided a copy of this duty statement to the employee named above.**

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Supervisor Signature

Date

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Supervisor's Printed Name, Classification