



Classification: Associate Governmental Program Analyst

Position Title: Field Analyst

Position Number: 801-220-5393-732

Division/Branch: Outreach & Sales Division

Location: Sacramento County

Job Description Summary

Under the direction of the Staff Services Manager I (SSM I), the Associate Governmental Program Analyst (AGPA), Field Analyst, supports the Sales Field Operations Team within the Sales Channel Management Branch in the Outreach and Sales Division. The Field Analyst is primarily responsible for generating and leading field-based activity to drive increased enrollment for Covered California and supporting the Field Regional Manager and Field Representatives to execute lead generation campaigns. Included are duties related to developing local relationships with community partners and stakeholders, supporting insurance agents, planning, and managing local enrollment events, and getting storefronts established to generate leads. Duties may include access to information systems containing protected enrollee information, including federal tax, information, protected health information, and personally identifying information.

Job Description

35% (E)

Gathers market research, data and works with internal and external stakeholders to generate field-based activities to drive increased enrollment by designing, coordinating, and hosting local Covered California information and enrollment events and campaigns. Brainstorms with insurance agents, community partners, internal and external stakeholders, and contractors to develop creative segment-specific events to increase awareness and discuss topics of interest for each segment. Coordinates lead generation activities with the Sales Channel Management Branch to increase new consumer enrollment and retention of current members. Required to travel statewide to facilitate and attend lead generation and enrollment events and meetings.

35% (E)

Builds and maintains a statewide community partnership network with a diverse group of community-based organizations, stakeholders, and individuals that are partners with Covered California to raise public awareness about the health insurance marketplace in California. Leads the operation and management of the partnership network to increase awareness and understanding of health care coverage options, promote the value of purchasing health care coverage, change attitudes, and motivate Californians to take the steps necessary to enroll and remove barriers to enrollment. Facilitates communication and feedback channels to educate

and train internal and external partners about Covered California lead generation opportunities. Required to travel statewide to establish, build and foster community partnerships.

15% (E)

Supports the Sales Channel Management Branch Team and their enrollment channel partners by developing, managing, and providing sales tools, educational materials, collateral materials, equipment, etc. related to lead generation for Covered California. Maintains the sales collateral inventory and storage needs with the branch team. Creates and updates stakeholder/contact database to sustain community partnerships and relationships. Maintains ongoing outreach, including maintenance of activities documentation in the Salesforce customer relationship management application, producing communication materials for internal and external partners, maintaining the community partners website and email inbox. Maintains a master calendar of events, tracks event/program successes and lessons learned, and shares with peers and leadership.

10% (E)

Works closely with the Sales Health Program Specialists and Sales Strategic Partnership Specialists in supporting the team's strategic plan. Works with the Outreach and Sales Division team members, provides briefings to management as needed, attends program staff meetings to share and discuss partnership and lead generation successes and issues, and provides expertise as needed. Participates in the department's strategic planning efforts to develop a long-term plan to carry out its goals and objectives. Travels throughout the state to attend and support meetings and trainings.

5% (M)

Provides organizational assistance and support to the Regional Field Manager. Supports special projects as assigned. Works collaboratively and may provide back up support to the Sales Channel Management Branch managers.

Scope and Impact

- a. Consequences of Error: As a mid-level team member the AGPA manages his/her day with input and coaching from leadership. The AGPA is responsible for generating community partnerships and field-based activity to generate leads and increased enrollment. Increased and retained enrollment is vital to the survival of Covered California and its mission.
- b. Administrative Responsibility: This position does not have administrative responsibilities.
- c. Supervision Exercised: This position does not supervise but may act as lead.
- d. Internal Personal Contacts: Covered California Divisions: Outreach and Sales; External Affairs/Communications; Marketing; Customer Care; Agent and Consumer Service Center; Program Policy; Legal; etc.
- e. External Personal Contacts: certified insurance agents, navigators; certified application counselors; health/dental/vision plan representatives; community based organizations, consultants, sales related vendors; state agencies and Department of Managed Health Care,

Department of Health Care Services; consumer advocates; and other local and city departments; etc.

Physical and Environmental Demands

Work in a climate-controlled, open office environment, under artificial lighting; exposure to computer screens and other basic office equipment; open office environment; work in a high-pressure fast-paced environment, under time critical deadlines; work long hours; must be flexible to work days/nights, weekends and select holidays as needed; during peak periods, may be required to work overtime; appropriate dress for the office environment.

ESSENTIAL PHYSICAL CHARACTERISTICS

The physical characteristics described here represent those that must be met by an employee to successfully perform the essential functions of this classification. Reasonable accommodations may be made to enable an individual with a qualified disability to perform the essential functions of the job, on a case-by-case basis. Ability to attend work as scheduled and on a regular basis and be available to work outside the normal workday when required. Continuous: Upward and downward flexion of the neck. Frequent: sitting for long periods of time (up to 70%); repetitive use of hands, forearms, and fingers to operate computers, mouse, and dual computer monitors, printers, and copiers (up to 70%); long periods of time at desk using a keyboard, manual dexterity and sustained periods of mental activity are need; using headsets to talk with internal and external customers for extended periods (up to 60%); Frequent: walking, standing, bending and twisting of neck, bending and twisting of waist, squatting, simple grasping, reaching above and below shoulder level, and lifting and carrying of files, and binders. Note: Some of the above requirements may be accommodated for otherwise qualified individuals requiring and requesting such accommodations.

Working Conditions and Requirements

- a. *Schedule: Core business hours are Monday – Friday, 8:00am – 5:00pm.*
- b. *Travel: Travel will be required up to 35% of the time.*
- c. *Other:*