DEPARTMENT OF MOTOR VEHICLES

POSITION DUTY STATEMENT

047-9115-001

Division: Executive Division	**Classification Title**: 9115 Deputy Director of Digital Services Division
Branch: N/A	**Working Title**: Deputy Director of Digital Services Division
Unit: Exempt Unit	**Tenure/Timebase**: Permanent Fulltime
Position City: Sacramento	**Position County**: Sacramento County
Position Number: 047-9115-001	**CBID/Bargaining Unit**: E97
Conflict of Interest Classification: Yes This position is designated under the Conflict of Interest Code. This position is responsible for making or participating in the making of governmental decisions that may potentially have a material effect on personal financial interests. The appointee is required to complete Form 700 within 30 days of appointment. Failure to comply with the Conflict of Interest Code requirements may void the appointment.	
Medical Evaluation: No	**Bilingual Language**: Unknown
Sensitive Position: No	**DMV Employee Pull Notice**: Yes
Fingerprint/Live Scan: Yes	**Professional License**: No
Work Week Group: E	**Date Approved**: 08/26/2026

Direction Statement and General Description of Duties: The DMV is on an aggressive digital transformation journey and is looking to build on the initial success of our mobile and online products and services. Under the direction of the DMV Director, the DMV is investing in innovative ways to deepen customer engagement using digital channels. The goal is to position California DMV as a government leader in digital services and payments and to enable the DMV to deliver customer-centric real time experiences that today's customers expect.

This position is a rare opportunity to build an organization that is expanding digital innovation and developing a culture of innovation focused on the customer experience. This role will partner closely with the management team to create new functions, roles, and methodologies in order to embrace this

transformational challenge in the most efficient and effective way. The successful incumbent will be results oriented and have a management style that fosters teamwork; together with excellent written and oral communication skills, strong interpersonal skills, a passion for digital channels, and the curiosity to challenge the status quo. In addition to being a seasoned, well-trained professional, this role requires a strategic thinker with the ability to inspire confidence from, and to collaborate closely with, business leaders and internal stakeholders.

Additionally, this role manages cross-functional teams of web designers, digital experience practitioners, and data analysts who monitor online site trends and lead customer feedback collection and analysis efforts, ensuring insights directly inform product roadmaps and service improvements.

This position will also champion the integration of human-centered design (HCD) practices throughout the DMV's modernization journey, embedding user research, usability testing, accessibility, and iterative design into the lifecycle of all digital products and service channels.

Percentage and Essential/Marginal Functions:

100%	**(E)** Leads and sets direction for new and existing digital service channels which spans the full product development lifecycle to day to day operational performance. Programs include web and mobile services, virtual field office assisted services, kiosks, business to business, and government-to-government service channels. Collaborates with the Executive Governance Council on strategies, policy, processes and technology to improve the customer experience through digital service channels. Participates in the following governance domains: business strategy and planning, management and financial reporting, enterprise architecture, information technology strategy and planning, risk and compliance, and other governance forums as needed. Responsible for product planning, product management, and overall portfolio oversight to enable effective customer experience roadmaps and a cohesive delivery model. Responsible for managing the prioritization of work and collaborate with design, engineering, development and marketing to create the business priorities through the use of a metrics-based system to track progress and effectiveness of channels and products. Develops an internal capacity to evaluate minimum viable products (MVPs) to iteratively develop and refine digital products and service delivery channels.

Develops and expands online and mobile platforms and enhance the digital interfaces to allow customers real time access to their profile.

Responsible for delivery management with visibility into risk identification and corrective action to ensure all stakeholders are aware and engaged with schedules and solutions. This includes ensuring the control process requirements are integral to delivery and responsive to audits.

Develops and leads a Digital Services team including the recruitment and development of talent to support short and long-term sustainability. Manages team performance and sets clearly defined metrics to evaluate success and continuous, measurable improvement.

Drives team progress and supports an array of workforce development initiatives, including Agile methodologies, tools and techniques, to create a cross-functional approach for team development and organizational success.

Represents the DMV regarding the digital innovation service channels with the California Department of Finance, California Department of Technology, California State Transportation Agency, and California Government Operations Agency. Researches and evaluates current and new data technologies and trends.

Leads specialized identity management teams to design, implement, and operate secure customer authentication and access services across DMV web, mobile, kiosk, and assisted-service channels, in alignment with State security and privacy requirements.

Directs teams responsible for the DMV's Information Request and Employer Pull Notice (EPN) online applications, ensuring these services are digitally optimized for efficiency, compliance, and high-quality customer and partner experiences.

Manages contracts and relationships with technology vendors providing tools and services for web application maintenance and testing, web analytics, and support for other digital channels—including kiosks and field office technician tablets—ensuring procurement, service-level performance, and compliance objectives are met.

Supervises web analytics and digital performance monitoring across all channels; ensures data-driven insights from site usage patterns and customer feedback guide continuous improvement of experiences and operations.

Oversees teams dedicated to customer feedback collection and analysis, integrating qualitative and quantitative inputs to refine features, content, and service workflows

	across DMV digital properties.

Supervision Received: Works under the general direction of the Director, DMV and the Directorate.

Supervision Exercised and Staff Numbers: Directly oversees the Digital Information Branch, the Virtual Field Office Automation, and the Justice & Government Liaison Branch with direct supervision of the program managers.
Direct supervision of program managers for Identity Management Services, Web Analytics & Customer Feedback Operations, and Digital Services supporting Information Request and Employer Pull Notice (EPN) programs; establish clear performance objectives, measurable KPIs, and regular operating rhythms (QBRs/MBRs) for these teams.

Physical Requirements: Works in a fast-paced environment with constantly changing priorities. Works in a temperature-controlled office setting with artificial light. Position is primarily sedentary and requires use of a personal computer and other standard office equipment. May be required to travel in the conduct of State business. May be required to work after hours and on weekends based on business needs and workload fluctuations. Gives presentations in meetings, conferences, and workshops. Communicates with internal and external customers in person and by e-mail, telephone, and mail. Attends meetings on headquarters campus and off campus.

Special Requirements: Ability to oversee a department's digital channels and products, including the ability to recommend, develop and administer policies that align with a department's mission, business plans, goals and strategies, to promote internal efficiencies through improved digital channels; ability to communicate with and inspire developers, business analysts and other team members; high level of intellectual curiosity and comfortable with ambiguity; strong leader with demonstrated organization and people skills and the ability to set priorities, problem solve, multitask and work well in dynamic and rapidly changing environments; familiar with all stages of the software development lifecycle and extensive experience in rapid prototyping and agile development; understanding of process reengineering; understanding and experience in change management, organizational performance measurement and management; skilled at building long-term cross-organizational relationships and negotiating conflicting needs and incentives; ability to communicate verbally and in writing with various levels of management and external stakeholders; ability to represent the department with stakeholders and at meetings.

Desirable qualifications include proven experience managing vendor contracts and service-level agreements (SLAs) for web application testing and analytics platforms, and multi-channel digital tools—including kiosks and field office technician tablets.
Demonstrated leadership in Human-Centered Design (HCD) and Customer Identity & Access Management (CIAM), with hands-on experience embedding user research, accessibility, privacy-by-

design, and iterative delivery into complex modernization programs. Experience with public-sector procurement processes, contract compliance, and governance reporting; ability to align vendor performance metrics with program outcomes and customer experience goals across web, mobile, kiosk, and assisted-service channels.
Personal Contacts: The incumbent is in close, frequent, and regular contact with the DMV Directorate, DMV management, DMV staff, the Governor's Office, the Legislature, the California State Transportation Agency, top administrators of other State departments, control agencies, and other federal, state, and local agencies.

EMPLOYEE ACKNOWLEDGMENT

I have read and understand the duties listed above and I certify that I possess essential personal qualifications including integrity, initiative, dependability, good judgment, and the ability to work cooperatively with others; and a state of health consistent with the ability to perform the assigned duties as described above with or without reasonable accommodation. (If you believe you may need to request reasonable accommodation to perform the duties of this position, discuss your request with your manager/supervisor who will engage with you in the interactive process.)

EMPLOYEE NAME	EMPLOYEE SIGNATURE	DATE

MANAGER/SUPERVISOR ACKNOWLEDGMENT

I certify this duty statement represents a current and accurate description of the essential functions of the position. I have discussed the duties of this position with the employee and provided the employee a copy of this duty statement

MANAGER/SUPERVISOR NAME	MANAGER/SUPERVISOR SIGNATURE	DATE