

Classification: Manager II

Position Title: Chief of the Consumer Communications, Research, and Analytics Branch

Position Number: 801-351-4802-001

Division/Branch: Marketing Division

Location: Sacramento County

Job Description Summary

Under administrative direction from the Deputy Director of Marketing, the Manager II, serves as Chief of the Consumer Communications, Research, and Analytics Branch. The Manager II provides strategic leadership and overall direction to ensure effective program implementation and evaluation. Responsible for marketing research studies, member communications, and customer service across multiple digital channels and marketing-wide analytics. Coordinates and collaborates with other divisions as new state laws and regulations are enacted for new outreach opportunities, implements initiatives to optimize member acquisition and retention for maximum enrollment, and develops policies and procedures for evaluation and analysis producing insights and business facts. The Manager II oversees a team of marketing, research, and technical staff. 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)

Oversees the direct messaging efforts towards consumer prospects and members. Develops and implements content, messaging, message coordination, and distribution. Builds relationships throughout the year with consumers to gain enrollment and to retain and renew members. Collaborates with other Divisions to engage new consumer populations that have become available through state law and/or regulations and additionally due to data sharing agreements with other state departments. Develops and implements an annual communication plan that details the prospect and member touchpoints to move prospects along the consumer journey and to encourage existing members to initially renew their membership, and to support, recommend, and encourage others to become members via external channels. In addition, reengages lapsed prospects and members to consider Covered California again. Utilizes measurement tools to provide progress reports and mine insights, while continually finding ways to improve on those metrics through testing and new initiatives.

20% (E)

Oversees and manages social media customer service channels including proactive efforts to develop answers to anticipated inquiries and real-time messaging in coordination with Service Center staff. Provides leadership and direction to cross-functional teams to develop and implement marketing and communications plans that leverage the social media space. Develops content across owned and earned social channels, including posts, tweets, photos, and videos. Creates, manages, and grows business presence across social media channels, including but not limited to blogs, Twitter, Facebook, YouTube, and Instagram. Utilizes measurement tools to provide progress reports and mine insights, while continually finding ways to improve on those metrics through testing and new initiatives.

20% (E)

Develops and oversees policies related to marketing research efforts. Manages research efforts undertaken on a systematic basis by connecting ideas to determine cause and effect to increase knowledge of consumer and member

behavior. Communicates results of research as business facts and insights. Implements both qualitative and quantitative research techniques, resulting in data gathered whether in a numerical form or through observations and/or interviews. Coordinates the analysis of data through statistical modeling, specifically regression, factor, cluster, and conjoint analyses. Oversees analysis and reporting of stakeholders' attitudes, beliefs, and preferences – the how and why of decision-making. Provides policy and procedures guidance to research staff regarding sources and methods. Collaborates and coordinates with leadership and research staff from other Divisions to ensure quality, accuracy, and maximization of research efforts. Oversees the analysis of data generated and collected because of marketing activities. Collaborates and coordinates with other Divisions to provide findings of analyses and make recommendations for improvement.

20% (E)

Manages the staff of the Consumer Communications, Research, and Analytics Branch. Provides direction and leads information technology staff that provide technical support for Marketing's messaging automation tools. Sets a clear vision to achieve productive results by developing plans to meet goals, leverage staff skills, and solve problems. Builds collaborative relationships and fosters an inclusive environment for consensus-building and decision-making. Assigns work and priorities, monitors progress, adjusts priorities, redistributes workload, and secures extensions as needed to meet established deadlines. Provides guidance consistent with Covered California policies and ensures uniform interpretation and implementation of laws, rules, regulations, policies and procedures. Monitors, evaluates, and completes employee performance appraisals on a timely basis. Reviews work submitted by staff for completeness, technical accuracy, and compliance with pertinent policies, requirements, rules, policies, and contract requirements. Develops and informs employees of job expectations for work evaluation. Evaluates work performed and identifies training needs and/or training opportunities for improved job performance and development. Identifies tools necessary for staff to perform work efficiently. Provides timely feedback and recognition to staff. Identifies and addresses/resolves employee performance issues. Approves staff timesheets, leave requests, and work schedules based on business needs. Selects and hires branch staff.

5% (M)

Represents the Division and assists the Director and Deputy Director of Marketing as needed. Attends and contributes to Divisions, and Executive Leadership. Travels locally to attend off-site and/or after-hour meetings, trainings, and focus groups.

Scope and Impact

a. Responsibility for Decisions and Consequences of Error: This position exercises independent judgment in making decisions affecting multiple aspects of consumer marketing, with guidance set forth in the policies and goals of Covered California. Poor judgment and decisions can adversely impact the Marketing Division's efforts, resulting in poor working relationships; ineffective and potentially damaging marketing spend; damage to the image of Covered California; the diminished ability for Covered California to meet its goals.

b. Administrative Responsibility: Develops, maintains, and monitors an operating budget and contracts in excess of \$50 million. Distributes workload, sets priorities, tracks assignments and associated due dates, and provides regular reports on status of assignments verbally and in writing. Develops justification for staffing needs and budget requests as needed.

c. Supervision Exercised: This position directly supervises the classifications of Supervisor II, Research Scientist II, Research Data Specialist II, and Research Data Analyst II; and indirectly supervises Senior Marketing Specialists and Marketing Specialists.

d. Internal Personal Contacts: Executive leadership, Marketing staff, Division Directors, and other staff within the Department.

e. External Personal Contacts: The public, vendors, stakeholders, and partners.

Physical and Environmental Demands

WORK ENVIRONMENT

Work in a climate-controlled office under artificial lighting; exposure to computer screens and other basic office equipment; office space is open and thus noisy; 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 needed; 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. May be required to work outside of normal business hours.

b. Travel: Travels locally to attend off-site and/or after-hour meetings, trainings, and focus groups up to 5% of the time.

c. Other: