

Deputy Director
Public Affairs Branch / CEA C
Employment Development Department

Under the administrative direction of the Directorate, Employment Development Department (EDD), the Deputy Director, Public Affairs Branch (PAB), provides leadership and policy direction for the activities of the Branch and the responsibilities of the Customer Experience and Strategic Communications Divisions in leading public communication and customer-centric practices for the department. The incumbent provides critical subject matter expertise and direction to develop and implement policies for managing the department's public image. The Deputy Director has full responsibility for the development and implementation of departmental policy in respects to customer experience initiatives and EDD public information, including outreach, marketing, graphics, plain language legal requirements, Spanish language translations, website and EDD chatbot standards, media relations, social media content, customer research, EDD modernization metrics, Voice of the Customer program, and usability aspects of web-based applications. Branch activities ensure EDD provides Californians access to customer-focused services that are easy to use, trusted, and delivered with empathy.

- 30% Plans, organizes, and directs activities of PAB to manage and protect the EDD brand and ensure external messaging is accurate, professional, consistent, and in alignment with internal communications. Responsible for the development and implementation of the PAB Strategic Plan that supports the goals and initiatives of the EDD Business Strategic Plan. Strategic Communication responsibilities include providing oversight and policy direction on media relations; directing departmental newsletters and Director's Office all-staff messages; communicating information about EDD's services, programs, and policies to the media; developing and distributing all Department news releases and other media related materials; coordinating and directing Department information and documents in response to media Public Records Act requests; coordinating with field office managers on media responses; developing major talking points and communication strategies for the department; and coordinating with the communication/press representatives at the Labor and Workforce Development Agency (LWDA) and Governor's Office. Provides direction on all public outreach and marketing activities for the department, including social media and website content management, EDD chatbot administration, and the development of graphics, video, and imagery for all public informational materials that support the customer-centric objectives of the department, evolving strategies as customer needs and sources of information evolve. Develops and maintains EDD website standards, structure, and content to ensure consistency, usability and accessibility; ensures EDD adheres to all applicable standards and best practices.
- 30% Provides oversight and policy direction for all department activities that honor EDD's commitment to enhancing the overall customer experience with programs and services. That includes overseeing the work of EDD's Customer Experience (CX) Officer, CX teams, and User Experience teams in collecting customer feedback, conducting research, performing usability testing, and influencing and informing the design of digital services to ensure service channels meet customer needs. Responsibilities include collaborating with fellow leaders on the establishment and monitoring of project metrics, guiding customer-centric activities through the department's Customer Experience Community of Practice, and ensuring EDD's customer-centric objectives are managed and met through guidance provided to EDD's CX Governance Committee. In addition, oversees the work and priorities of the EDD Spanish Translation Services Team to help meet consistency, usability, and accessibility goals for the department.
- 15% Directs the department's Voice of the Customer (VoC) program in collecting customer feedback from all main communication channels including various surveys, contact center communications, chatbot engagement, email correspondence, and social media conversations, then developing greater

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understanding of EDD customers along with major insights into customer pain points as well as service successes. Collaborates with program, technical, and other supportive entities to identify opportunities for service or customer information improvements, and monitors and measures the impacts of revisions made, along with modernization enhancements launched. Oversees the development of monthly VoC reports, briefings with program and IT partners, and discussions and decision needs among EDD executives.

- 15% Incumbent is a member of the EDD Executive Leadership Team (ELT) and various project Executive Steering Committees, participating in highly complex and politically sensitive decision-making for the Department. The incumbent provides guidance to ELT on all communication and public education and outreach needs on department issues and operations in support of the EDD mission and strategic goals; incumbent develops and implements strategic and tactical plans and messaging for addressing critical issues and launching major department initiatives, programs, and service delivery options; provides counsel on high-profile, politically sensitive, controversial, and complex subject matter to EDD executives, LWDA, and Governor's Communications/Press Office representatives; represents EDD to the U.S. Department of Labor on national promotional and educational campaigns, making recommendations on policies, strategies, tactics, and collateral, and implementing and measuring outreach efforts.
- 5% Provides oversight in day-to-day branch administrative responsibilities, including budgeting, personnel management, preparing and reviewing reports, branch analysis on legislative bills, involvement in workforce planning initiatives, and implementing EDD strategic goals and objectives as they relate to public information, education, and the overall customer experience.
- 5% May act as the Chief Deputy Director, in their absence.