COVERED CALIFORNIA

Job Description

Classification: Marketing Specialist

Position Title: Marketing Asian American and Pacific Islander Segment Lead

Position Number: 801-351-9069-016

Division/Branch: Marketing

Location: Sacramento County

Job Description Summary

Under general direction of the Supervisor II, Advertising Manager, the Marketing Specialist, Marketing Asian American and Pacific Islander (AAPI) Segment Lead serves as a segment lead within the Marketing Division, with a focus on multicultural audiences. The position serves as one of the Division's AAPI subject-matter resources and project leads for assigned marketing and outreach initiatives. The position plans, coordinates, implements, and evaluates marketing efforts designed to reach diverse AAPI communities, including communities that speak Chinese, Korean, Vietnamese, Filipino, Indian, Pakistani, and Native Hawaiian/Pacific Islander.

The incumbent collaborates with internal marketing teams, advertising agencies, media partners, community stakeholders, and other Covered California divisions, including Communications & Public Relations, the Outreach and Sales Division, and External Affairs and Community Engagement (EACE). These partnerships help ensure that AAPI campaigns and related materials are accurate, culturally relevant, linguistically appropriate, accessible, and aligned with Covered California's enrollment, retention, and consumer engagement goals.

The position supports campaign planning and implementation across appropriate paid, earned, owned, digital, social, print, direct outreach, community, and event channels. The incumbent provides audience and culturally informed guidance, coordinates language and creative review, monitors deliverables and performance, and makes recommendations to improve campaign reach, relevance, and results. Duties may include authorized access to information systems containing protected enrollee information, including federal tax information, protected health information, and personally identifiable information.

Job Description

45% (E) AAPI Marketing Strategy, Campaign Planning, and Implementation
Leads and coordinates assigned AAPI marketing and outreach initiatives in collaboration with the Senior Marketing Specialist, AAPI, section chiefs, and Marketing Division leadership, from planning through evaluation. Coordinates and helps manage agency partners across Covered California's integrated agency team (IAT). Translates research, audience insights, and community perspectives into strategies, briefs, work plans, timelines, channel recommendations, and measures of success. Ensures approved strategies are consistently applied throughout creative development and provides creative oversight to promote culturally relevant, audience-informed work that builds trust with AAPI communities.

Coordinates day-to-day campaign development and implementation across appropriate channels, including television, video, radio, ethnic media, out-of-home, digital, social media, email, direct outreach, content marketing, collateral, websites, and community events. Connects creative development to strategic and tactical media plans to ensure integrated, effective outreach and support for AAPI members and prospective members.

Serves as a primary Marketing liaison and agency lead for advertising agencies, multicultural media partners, language vendors, community organizations, and other external partners. Coordinates deliverables, reviews, approvals, dependencies, and deadlines with internal and external partners to keep work on time, on strategy, within approved resources, and aligned with Covered California requirements. Supports vendor and contract coordination by tracking scopes, deliverables, milestones, issues, and required documentation. Identifies campaign or partner issues and recommends timely solutions.

30% (E) AAPI Cultural, Linguistic, and Creative Stewardship
Serves as a subject-matter resource on the needs, experiences, media habits, and communication preferences of diverse AAPI communities, including differences across cultures, languages, generations, geographies, and community contexts. Reviews advertising, outreach, and marketing materials for cultural relevance, accuracy, clarity, accessibility, and audience appropriateness. Coordinates translation, transcreation, review, and approval of materials in relevant Asian, Native Hawaiian, and Pacific Islander languages using qualified language experts and community-informed review processes. Reviews translated materials, back-translations, scripts, ads, collateral, web content, social content, and other assets for meaning, tone, terminology, and consistency with the approved English strategy. Provides guidance on messaging, creative concepts, imagery, talent, media placement, and calls to action. Partners with Brand, Creative, Communications, Paid Media, Consumer Communications, Research, and other Marketing staff to maintain consistent, audience-centered messaging.

10% (E) Community, Partner, and Cross-Divisional Engagement
Builds and maintains relationships with AAPI community organizations, ethnic media, enrollment counselors, agents, carriers, service providers, government and nonprofit partners, and other trusted messengers. Partners with Outreach and Sales, Communications and Public Relations, EACE, Policy, Eligibility and Research Division (PERD), Information Technology (IT), the Service Center, and other organizational partners to coordinate outreach and marketing activities. Develops or supports community engagement strategies, partner briefings, roundtables, focus groups, media events, presentations, and other activities that improve awareness and access among AAPI communities. Gathers community and partner feedback and translates it into recommendations for campaign strategy, content, media, outreach, and consumer experience. Identifies emerging opportunities, information needs, cultural considerations, and barriers affecting AAPI engagement with Covered California. Represents the Marketing Division at meetings, community events, trainings, conferences, presentations, and related activities.

10% (E) Performance Monitoring, Reporting, and Recommendations
Monitors AAPI marketing and outreach performance using available campaign, media, audience, enrollment, partner, and community feedback. Works with Marketing analytics, research, media, and agency partners to review results, identify trends, and assess messages, channels, languages, and outreach approaches. Prepares or contributes to status reports, performance summaries, dashboards, presentations, executive briefings, talking points, and recommendations. Recommends adjustments to improve audience reach, cultural relevance, engagement, conversion, enrollment, retention, efficiency, and alignment with Marketing Division priorities. Documents campaign learnings and applies them to future planning and continuous improvement.

5% (M) Special Projects and General Support
Performs special projects and other related duties as assigned to support the mission and objectives of the Marketing Division and Covered California. Prepares, reviews, or proofreads correspondence, memos, status reports, talking points, presentations, scripts, ads, and other marketing documents. Leads staff, contractors, vendors, or workgroups on assigned initiatives without formal supervisory authority. Attends meetings, trainings, presentations, community events, and other activities and travels locally or statewide as necessary.

Scope and Impact
a. Consequences of Error: Based on general objectives and guidance for assigned work, the incumbent independently determines methods, work sequence, schedules, and approaches for completing assignments. The position exercises judgment regarding audience strategy, cultural and linguistic review, campaign coordination, partner engagement, and recommendations for improving marketing efforts. Poor judgment, inaccurate or culturally inappropriate communications, missed deadlines, inadequate coordination, or incomplete review may result in ineffective marketing spending, inaccurate or confusing information to consumers, poor working relationships with community and organizational partners, damage to Covered California's credibility, or diminished ability to meet enrollment, retention, and consumer engagement goals.
b. Administrative Responsibility: The incumbent supports assigned vendor and contract coordination, project tracking, deliverable documentation, budget or resource monitoring, and reporting within established procedures and delegated authority.
c. Supervision Exercised: The position has no formal supervisory responsibility but may act as a lead for assigned marketing projects, workgroups, vendors, contractors, community partners, or specialized marketing functions.
d. Internal Personal Contacts: The incumbent is in frequent contact with staff and managers throughout the Marketing Division and with staff in Communications and Public Relations, Outreach and Sales, EACE, PERD, IT, Office of Legal Affairs, the Service Center, and other divisions or units as appropriate to assigned work.
e. External Personal Contacts: The incumbent has frequent contact with members of the public, community organizations, ethnic media, advertising and marketing agencies, language vendors, enrollment counselors, agents, carriers, community and government partners, contractors, and other stakeholders.

Physical and Environmental Demands
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, 8:00 am – 5:00 pm.
b. Travel: May travel up to 5% of the time for offsite training, meetings, and events.
c. Other: This job description reflects the principal functions of the position and is not an all-inclusive listing of work requirements. Duties may be revised as organizational needs change. The incumbent may perform other duties as assigned, including work in other functional areas to cover absences, support continuity of operations, equalize peak work periods, or otherwise balance workload.