COVERED CALIFORNIA

# Job Description

**Classification: Manager II**

**Position Title: Chief Brand Officer**

**Position Number: 801-351-4802-002**

**Division/Branch: Marketing Division**

**Location: Sacramento County**

## Job Description Summary

Under administrative direction of the Deputy Director of Marketing, the Manager II serves as the Chief Brand Officer of the Consumer Advertising and Operations Branch. The Manager II provides strategic leadership and overall direction to ensure effective program implementation and evaluation. Responsible for general marketing and ethnic marketing, contract management and administrative services. The Manager II develops policy and procedures for producing analysis, insights and business facts and for developing and implementing initiatives to optimize member acquisition and retention for maximum enrollment. Oversees a team of Senior Marketing Specialists, Marketing Specialists, Marketing Analyst's and Analyst IIs. The Manager II is also responsible for administratively supporting the Division, including the Advertising, Operations, Paid Media & Performance Marketing and the Consumer Communications, Research & Analytics Branch. Duties may include access to information systems containing protected enrollee information, including federal tax information, protected health information, and personally identifying information.

## Job Description

**30% (E)**

Oversees the development and implementation of innovative marketing and outreach campaigns, including culturally and linguistically diverse messages (TV, newspaper, radio, direct mail, digital, etc.) outreach materials (brochures, fliers, direct mail, etc) regarding the individual mandate and health coverage offered by Covered CA, including development and execution of marketing plans, campaigns, strategic initiatives, goals, and related objectives with input from Covered CA staff and marketing / advertising contractors. Provides management oversight and direction to marketing contractors to develop and execute marketing deliverables on time and on budget. Utilizes measurement tools to provide progress reports and mine insights, while continually finding ways to improve on those metrics through testing and new initiatives. In coordination with Covered California management and staff, develop policies, processes, and procedures to ensure approval and coordinated direction for the marketing operation, including the development of co-branded policies, etc. Ensures collaboration between Marketing and other outreach efforts from Communications/PR, External Affairs, Sales, and Small Business divisions. Provides leadership to staff to successfully finalize project deliverables and secure approval of upper management.

**20% (E)**

Oversees the preparation of complex, technical, written, analytical / research documents, including Covered California Board agenda items, policy proposals, marketing outreach status reports, performance measurements, issue papers, executive briefs, summaries, talking points, presentations to various audiences, and other documents relating to Covered California marketing efforts. Communicates to staff in other related divisions and programs within Covered California on assigned areas such as marketing and targeted outreach, research, analytics, and digital outreach efforts and strategies. Communicates results of internal analyses, findings, recommendations and program updates to Marketing Division management, internal partners, and others through participation in planning meetings and communication.

**20% (E)**

Provides direct supervision and support to a Supervisor II and a Supervisor I, who in turn supervises Senior Marketing Specialists, Marketing Specialists, Marketing Analysts II, Marketing Analysts I, Analyst II's and a Research Data Analyst II. 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. 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. Identifies and addresses/resolves employee performance issues. Responsible for the selection and hiring of unit personnel.

**15% (E)**

Supports the entire Marketing Division; including Contract Administration, which is comprised of invoice processing, monitoring of contract terms and compliance and assisting with changes to contract when needed. Additional support includes Human Resource functions consisting of attendance recording, personnel actions, and on and off-boarding staff. Interfaces with Business Services to coordinate annual Form 770 compliance, procurement of supplies, administering safety and training, and records retention. Coordinates with Information Technology for asset management, procurement of specialized equipment, and troubleshooting technology related issues. Assists in training class selection, payment, and the certification process through Covered CA University. Participates in the budget development process. Develops justification for staffing needs and budget requests, as necessary. Maintains a close working relationship with Financial Management Division to ensure the appropriateness of contract expenditures and budget management as well as with Business Services Division on contract administration oversight.

**10% (E)**

Oversees management on the research, strategic approaches, development, and implementation of complex statewide strategies designed to positively impact the overall marketing efforts. Ensures the

utilization of best practices with staff and contractors with input from market research analysis. Develops recommendations for new, innovative ways to improve programs and products. Travels to contractor and/or satellite offices and partner department sites, attend off-site and/or after-hour meetings and focus groups throughout California.

**5% (M)**

Represents and assists the Deputy Marketing Director as needed. Attends and contributes to meetings with internal staff, external Divisions, and Leadership.

**Scope and Impact**

a. *Responsibility for Decisions and Consequences of Error:* The Marketing Chief exercises judgment in making decisions affecting all aspects of all consumer marketing platforms. Poor judgment and decisions can adversely impact the Marketing Division's efforts, resulting in poor working relationships; ineffective and potentially damaging marketing spending; damage to the image of Covered California; the diminished ability for Covered California to meet its goals; and/or corrective action.
b. *Administrative Responsibility:* Assigns work, monitors progress, and redistributes workloads to meet established deadlines. Tracks assignments and associated due dates and provides regular reports on status of assignments verbally and in writing. Reviews work submitted by staff for completeness, technical accuracy, and compliance with pertinent policies, requirements, rules, policies and contract requirements. Develops justification for staffing needs and budget requests as needed. Communicates to the staff in other related divisions and programs within the Covered California on assigned areas such as marketing and targeted outreach, mass media, advertising buys and digital outreach efforts and strategies.
c. *Supervision Exercised:* Provides direction, supervision, and support to a Supervisor I Supervisor II, Manager I, Senior Marketing Specialists, Marketing Specialists, Marketing Analyst II, Marketing Analysts I, Analyst II's, and Research Data Analysts.
d. *Frequent Internal Personal Contacts:* The incumbent is in personal contact with all staff within the Department, and in telephone contact with members of the public and vendors.
e. *Frequent External Personal Contacts:* Public, vendors 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 need; 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 through Friday, 8:00am - 5:00pm
b. *Travel:* Travels to contractor and/or satellite offices and partner department sites throughout California up to 10% of the time.
c. *Other:*