COVERED CALIFORNIA

Job Description

Classification: Marketing Specialist

Position Title: Paid Media Specialist

Position Number: 801-351-9069-017

Division/Branch: Marketing Division

Location: Sacramento County

Job Description Summary

Under general direction of the Supervisor II, Paid Media and Brand Strategy Manager, the Marketing Specialist, Paid Media Specialist, functions as a project manager and recognized technical resource supporting the planning, development, implementation, optimization, and evaluation of Covered California advertising and marketing efforts, with a primary focus on digital campaigns. The incumbent leads and coordinates campaign activities across internal teams, external agencies, and business partners to ensure projects are delivered on time, on strategy, and in alignment with Covered California brand, enrollment, and business goals.

This position focuses on planning and implementing integrated campaigns, including coordinating paid media and stewarding creative development. The position supports Covered California's individual line of business and manages media for Covered California for Small Business (CCSB) business-to-business (B2B) initiatives. The position also supports influencer marketing strategy and execution and prepares reports, analyses, and presentations that inform decision-making and communicate campaign performance to leadership and stakeholders. Duties may include access to information systems containing protected enrollee information, including federal tax information, protected health information, and personally identifying information.

Job Description

50% (E) Campaign Planning and Implementation
Leads assigned advertising and marketing projects from planning through execution, with a primary focus on digital campaign development and implementation. Establishes campaign timelines, deliverables, and approvals across internal stakeholders, creative teams, media partners, and external agencies. Supports paid media planning and execution while also providing creative stewardship to help ensure messaging, assets, and campaign tactics are aligned with brand strategy, audience needs, and program goals. Monitors campaign progress, identifies issues or risks, and helps drive timely solutions to keep projects on track. Serves as a lead resource for Covered California for Small Business (CCSB) media strategy, planning, and implementation. Coordinates targeted paid, earned and digital media initiatives that build awareness, generate qualified leads, engage business audiences, and support small business enrollment objectives. Ensures CCSB media efforts align with broader Covered California priorities while effectively reaching employers, brokers, and other key audiences across relevant market channels.

25% (E) Influencer Marketing
Participates in the development, coordination, and execution of influencer marketing efforts that extend campaign reach, enhance audience engagement, and strengthen message relevance with priority communities. Collaborates with agencies, partners, and internal teams on influencer strategy, content

direction, timelines, approvals, and performance tracking. Ensures influencer initiatives align with brand standards, campaign objectives, and audience engagement goals.

20% (E) Reporting, Analytics, and Presentations
Compiles, analyzes, and interprets campaign performance data across marketing initiatives to assess effectiveness, identify trends, and support optimization recommendations. Develops reports, dashboards, summaries, and presentations for leadership and cross-functional stakeholders that clearly communicate campaign results, insights, and strategic recommendations. Utilizes data and performance findings to help inform future planning, budget discussions, and marketing decisions.

5% (M) Ad Hoc Projects
Performs special projects as required to accomplish the mission and objectives of the Marketing Division and Covered California. Leads staff on assigned initiatives. Attends and participates in meetings, conferences, focus groups, trainings, presentations, and related events. Travels for offsite meetings, training, and events.

Scope and Impact
a. Consequences of Error: Based on guidance with respect to general objectives in the majority of tasks and projects assigned, the incumbent independently determines methods, work sequence, scheduling, and how to achieve objectives of assignments. Poor judgment and decisions can adversely impact the Marketing Division's efforts, resulting in poor working relationships, ineffective marketing spending, damage to the image of Covered California, and the diminished ability of Covered California to meet its goals.
b. Administrative Responsibility: This position has no supervisory responsibilities and no formal administrative responsibilities, but may serve as project manager or act as lead on assigned paid media projects and vendor coordination activities.
c. Supervision Exercised: This position has no supervisory responsibilities, but may act as lead for specialized marketing functions or assigned projects.
d. Internal Personal Contacts: The incumbent is in personal contact with staff within the Marketing Division, as well as with cross-functional areas within the organization, including Communications and Public Relations, Outreach and Sales, Information Technology, Legal, Policy, Eligibility and Research, and External Affairs and Community Engagement.
e. External Personal Contacts: Public, vendors, external advertising agencies, and partners.

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; may be required to work long hours, evenings, weekends, and select holidays during peak periods; appropriate dress for the office environment.
Essential Physical Characteristics
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; repetitive use of hands, forearms, and fingers to operate computers and office equipment; sustained periods of keyboard work and mental activity; frequent walking, standing, bending, twisting, squatting, simple grasping, reaching above and below shoulder level, and lifting and carrying files and binders. Reasonable accommodations may be made on a case-by-case basis.

Working Conditions and Requirements

a. Schedule: Core business hours are Monday through Friday, 8:00 a.m. to 5:00 p.m. Work outside normal business hours may be required during peak periods.

b. Travel: Travels up to 5% of the time for offsite training, meetings, presentations, and events.

c. Other: