COVERED CALIFORNIA

Job Description

Classification: Health Program Specialist I

Position Title: Sales Health Program Specialist I

Position Number: 801-220-8338-008

Division/Branch: Outreach and Sales Division

Location: Sacramento

Job Description Summary

Under the general direction of the Supervisor II, Sales Statewide Field Manager within the Outreach and Sales Division, Sales Channel Management Branch, the Sales Health Program Specialist, Health Program Specialist I, (HPS I) serves as the subject matter expert and lead for the team in performing a variety of tasks related to health program administration on the provision of working with sales partners to outreach, educate, enroll, and retain consumers in obtaining health insurance coverage in Covered California health programs; and functions as a highly skilled, technical program consultant in areas of extreme sensitivity and with responsibility for coordinating the development of broad sales operations and management policy and opportunities with multiple internal and external stakeholders to increase enrollment in Covered California.

Job Description

35% (E)
Serves as a lead to develop, evaluate and research health policy issues on the impacts to the sales partners and consumers; coordinates health and sales program activities; disseminates information to internal and external stakeholders; prepares, monitors and evaluates contracts for compliance with health and program regulations; develops and submits contract proposals for funding, execution; and manages the contract. Defines new programs and identifies resources required. Applies and recommends changes in health and sales program regulations; policies and procedures; plan and performs staff work for health-related advisory committees; performs support functions; manages complex major health and sales programs or projects; and represents the division in working with internal and external stakeholders.

30% (E)
Provides the analytical, consultation and technical assistance regarding health and sales program administration, standards, policies, procedures, and operations to Covered California internal and external stakeholders on the provision of sales channel operations and management. Leads the health and sales projects, including the provision of consultation to internal and external stakeholders in the planning, implementation, evaluation and monitoring of health and sales programs, special studies, or projects. Leads the sales strategic plans to maximize the effectiveness of the team and sales channel performance, increasing consumer conversions, increase sales productivity and drive growth in Covered California health programs. Collaborates with the division management team in establishing and monitoring statewide and regional sales campaigns and programs.

25% (E)
Serves as a lead to research and gather data to gain insights on health and sales program performances; interprets fiscal and program data to make appropriate recommendations to management in determining the necessity for programmatic changes; generates reports to conduct strategic assessments aligned with the overall Covered California's strategy for enrollment and retention of sales partners and consumers. Serves as a lead to research, analyze, and develop fiscal and program solutions to issues relating to program administration, contract processes and tools, budgets, fiscal compliance and reporting, and IT system related issues. Leads sales strategic goal management in coordination with internal division teams and stakeholders to engage and gather information to develop and achieve health and sales program strategic goals. Assists management in preparing and reviewing written reports, including, but not limited to: Covered California Board agenda items, legislative proposals, federal reports, issue briefs or summaries, collateral materials, sales tools and talking points for presentations.

10% (M)
Serves as a program liaison in attending organization and sales related meetings on the behalf of the Manager II and Supervisor II presenting strategy, current initiatives with measures, and lessons learned. Provides briefings to management as needed, attends program staff meetings to share and discuss program successes and issues, and provides expertise as needed. Represents Covered California at meetings, conferences, outreach events, etc. to present and educate stakeholders about Covered California health programs and the sales channel enrollment programs. Attends events throughout the state to monitor sales programs to ensure consistent messaging and presentation. Attends and/or speaks at events, conferences and/or meetings focused on Covered California. Travels statewide up to 10% for off-site trainings, meetings, conferences, and events.

Scope and Impact
a. Consequences of Error: The HPS I is directly responsible identifying, promoting, and supporting new opportunities for connecting with, recruiting, and retaining customers. Ultimately, poor performance in this position can cost Covered California membership and thus revenues totaling in the tens of millions of dollars.
b. Administrative Responsibility: Manages administrative activities of the statewide field section related to training, business operations and needs, and information technology system requirements.
c. Supervision Exercised: This position does not have supervisory duties but may act as lead.
d. Internal Personal Contacts: Covered California management, within all divisions and levels
e. External Personal Contacts: Health care stakeholders; enrollment channel partners; other federal, state, and local government agencies; Covered California contractors.

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 - Friday, 8:00 AM - 5:00 PM.
b. Travel: Travels statewide to attend trainings, meetings, conferences, and events up to 25% of the time.
c. Other: During the months leading up to open enrollment and during open enrollment, weekend and evening hours may be required.