DUTY STATEMENT

CALCTRA
Career Training | Quality Products | Changed Lives

1. Institution/Division/Office: CO/Customer Engagement Division			
2. Enterprise/Unit: Customer Engagement Division			
3. Classification Title: Career Executive Assignment, CEA B			
4. Working Title: Deputy Director, Customer Engagement			
5. Position Number (Agency-Unit-Class-Serial)**:** 063-050-7500-001	**6. CBID:** M01	**7. WWG:** E (Exempt)	**8. Working County:** Sacramento
9. Tenure: CEA		**10. Time Base:** Full-Time	
11. License Requirement: N/A - Not Applicable		**12. Endorsement Requirement:** N/A	
13. Retirement Category: Industrial		**14. Work Schedule:** Monday to Friday, 8:00AM to 5:00PM	
15. Incumbent Name (If known)**:** Vacant		**15a. Effective Date:**	

16. Briefly (1 or 2 sentences) describe the position's organization setting and major functions:

Under the general direction of the Director, the Deputy Director of Customer Engagement is responsible for the full range of marketing strategies and activities as well as serving as a member of the California Correctional Training and Rehabilitation Authority's Executive Staff. The Deputy Director of Customer Engagement has managerial responsibility and establishes policies in the following functions: government sales, market research, new enterprise development, product pricing, promotions, sales order entry, customer complaints, product management, market forecasting, comparable product/pricing analysis, bid recap and customer outreach efforts and engineering.

17. Percentage (%) of time performing duties:	**18. Indicate the duties and responsibilities assigned to the position and the percentage (%) of time spent for each. Group-related tasks under the same percentage (%) with the highest percentage (%) listed first.**
	ESSENTIAL FUNCTIONS
45%	Directs the California Correction and Rehabilitation Authority's Customer Engagement Program that includes government sales, marketing research, new enterprise development, product pricing, promotions, sales order entry; customer outreach efforts, customer complaints, product management, market forecasting, comparable product/pricing analysis, bid recap, and product engineering. Assures the collection of data on product demand and the projection of future product trends. Initiates sales forecasts to be used as guidelines for factory production and to concentrate sales activities. Recommends the establishment of new enterprises, or the expansion of existing enterprises, based on customer need and market opportunity. Initiates studies and analyses of customer satisfaction, industries, products, costs, prices, and sales volume. Procures facilities, services, and equipment necessary to support customer engagement efforts.

(Essential Functions Continued on Page 2)

17. Percentage (%) of time performing duties:	18. Indicate the duties and responsibilities assigned to the position and the percentage (%) of time spent for each. Group-related tasks under the same percentage (%) with the highest percentage (%) listed first.
	ESSENTIAL FUNCTIONS
30%	Serves as a member of the Director's executive staff; contributes to the formulation of new and modified programs, operations and policies.
20%	Establishes and maintains cooperative working relationships with and coordinates the activities of the Customer Engagement Division with Wardens, lead production managers, and others contracted in the work environment.

(Marginal Functions on Page 3)

17. Percentage (%) of time performing duties:	18. Indicate the duties and responsibilities assigned to the position and the percentage (%) of time spent for each. Group-related tasks under the same percentage (%) with the highest percentage (%) listed first.
	MARGINAL FUNCTIONS
5%	Other related duties as required.

(Expectations & Requirements on Page 4)

ADDITIONAL EXPECTATIONS

SPECIAL REQUIREMENTS

The California Correctional Training and Rehabilitation Authority (CALCTRA) operates within California Department of Corrections and Rehabilitation (CDCR) facilities. CDCR does not recognize hostages for bargaining purposes. CDCR has a "NO HOSTAGE" policy, and all incarcerated individuals, visitors, non-employees, and employees shall be made aware of this.

19. Supervisor Statement: *"I have discussed the duties of the position with the employee".*

20. Date Supervisor Provided Employee with a Copy of this Duty Statement:

PRINT EMPLOYEE NAME: Vacant	**EMPLOYEE SIGNATURE:**	**DATE:**
PRINT MANAGER/SUPERVISOR NAME: Suzie Changus	**MANAGER/SUPERVISOR SIGNATURE:**	**DATE:**
HR APPROVAL: NO 11/6/2026		