

Per California Code of Regulations, title 2, section 548.5, the following information will be posted to CalHR's Career Executive Assignment Action Proposals website for 30 calendar days when departments propose new CEA concepts or major revisions to existing CEA concepts. Presence of the department-submitted CEA Action Proposal information on CalHR's website does not indicate CalHR support for the proposal.

**A. GENERAL INFORMATION**

1. Date

2. Department

3. Organizational Placement (Division/Branch/Office Name)

4. CEA Position Title

5. Summary of proposed position description and how it relates to the program's mission or purpose. (2-3 sentences)

6. Reports to: (Class Title/Level)

7. Relationship with Department Director (Select one)

- Member of department's Executive Management Team, and has frequent contact with director on a wide range of department-wide issues.
- Not a member of department's Executive Management Team but has frequent contact with the Executive Management Team on policy issues.

(Explain):

8. Organizational Level (Select one)

- 1st
- 2nd
- 3rd
- 4th
- 5th (mega departments only - 17,001+ allocated positions)

## B. SUMMARY OF REQUEST

### 9. What are the duties and responsibilities of the CEA position? Be specific and provide examples.

**PROGRAM MANAGEMENT:** As a member of the Executive Team, the Communications Director will provide oversight and direction while actively participating in the development and implementation of a strategic, multi-faceted communications and marketing plan in order to provide an increased support and awareness to the CCC's mission, goals and objectives. Messaging will be developed and implemented to provide a clear and consistent message about the CCC. Increases the public's awareness via statewide, national and international profiles and messaging regarding the CCC's objectives leading to improved recruiting, development of public and private partnerships, and support of the department's mission. Designs and implements a creative, proactive, multi-faceted media-relations program to keep the public informed of Department activities and changes. Continuously evaluates and recommends up-to-date strategies and techniques necessary to accomplish the Department's public information and marketing objectives. Builds and fosters collaborative relationships with other units within the department to stay informed and abreast of new initiatives, products and services. Identifies opportunities to support the organizational initiatives and develop communications materials and programs to promote and publicize these activities. Works with all related communications team members and other department subject matter experts in the planning of media-relations programming. Writes and/or updates media-messaging protocols and processes, and trains necessary staff. Manages CEA media coverage and events. Serves (third-in-line) as the department media spokesperson.

**OUTREACH/EMERGENCY RESPONSE:** Works closely with the Emergency Management Unit to coordinate press releases and meetings with multiple media outlets in regard to emergency response and other high profile events. Establishes and maintains effective working relationships with multiple state/partnering departments, the Natural Resources Agency, Governor's Office, local and national corps programs along with other related stakeholders. Directly contacts individuals and members of interested organizations to keep them informed of CCC activities while keeping the Chief Deputy informed regarding all outreach and media relation activities. Develops internal training to have a team prepared to respond to media inquiries throughout the state during critical seasons. Travels to multiple locations throughout the state with minimal notice to represent the department when needed. Schedules and prepares the Executive Team and departmental representatives for interviews and speaking engagements. Develops talking points, fact sheets and other tools to facilitate the interview and communication process. Promotes and represents the CCC in the community through regular, ongoing outreach activities with the media, elected officials, other governmental entities (federal, state and local) and community organizations. Represents the Department at various external organizational boards and commission meetings. Potentially serves as a member of various professional organizations that the CCC has interest in such as but not limited to the CCC Foundation, the California Disaster Recovery Framework (CDRF), and the California Climate Investment Programs Multi Agency Coordination Group.

**POLICY:** Responsible for the development of administrative, technical and research policies related to CCC marketing and public information efforts. Serves on the policy development working groups and committees and is the chief policy maker with respect to the departments messaging and communications activities. Assists and recommends, in coordination with the Executive team, the formulation of department and center goals, performance measures, resource allocations, policies and procedures. Keeps the Chief Deputy informed about recommended policy changes, improvements and violations.

**WEBSITE DESIGN, CREATION AND MAINTENANCE:** Leads the department in its website redesign in coordination with the department's IT Security and standards protocol. Establishes and maintains website standards, structure, and content to ensure consistency, usability and accessibility standards are met. Establishes and maintains the department's social media channels including coordination with all communication messaging and managing interaction with customers to promote services and identify and respond to concerns. Keeps abreast of current social media and technical innovations, resources, trends, and ensures consistent messaging is applied via multiple web-based communication platforms and translations. Provides critical subject matter expertise and direction and recommends new efforts or changes to accomplish the objectives of the department as they relate to the Communication Program. Oversees the reviewing and editing of a variety of publications and technical documents produced by the Department prior to release as well as the collection, evaluation and distribution of information from outside sources to departmental staff. Manages electronic interaction with the public, licensees, and private industry to create a positive public perception of the Department. Makes information and materials available to the public via multiple and creative platforms. Serves as the CCC Website (internal and external) Executive Manager.

**PERSONNEL:** Provides direct supervision to the department's Information Officer I and manages the communication and marketing activities for the department throughout the state. Monitors and evaluates performance, prepares staff training and development plans, recognizes performance and success. Develops and fosters a working environment that is consistent with the mission, goals and guiding principles of the department. Ensures all EEO policies are enforced. Provides training and training resources to the department spokespersons throughout the State of California.

**B. SUMMARY OF REQUEST (continued)**

10. How critical is the program's mission or purpose to the department's mission as a whole? Include a description of the degree to which the program is critical to the department's mission.

- Program is directly related to department's primary mission and is critical to achieving the department's goals.
- Program is indirectly related to department's primary mission.
- Program plays a supporting role in achieving department's mission (i.e., budget, personnel, other admin functions).

Description: 5-Year Expansion Plan, as directed by Governor Brown

The California Conservation Corps (CCC) is implementing a rapid expansion plan to open additional locations and increase the number of corpsmembers (CM) throughout the state. For this plan to be successful, we need a high-level leader to develop and steer our marketing plan, website modification, community outreach and media response to emergencies.

The CCC is a state agency that puts together young people and the environment to the benefit of both. CM's are young men and women between the ages of 18 - 25 that sign up for a year of working outdoors to improve California's natural resources while continuing their education and obtaining new work skills by assisting in multiple programs such as trail development and maintenance, emergency response, fire fighting, pesticide management, energy conservation, etc. The CCC is modeled after the Civilian Conservation Corps of the 1930's, is the oldest and largest conservation corps now in operation. Created by Governor Brown in 1976, more than 120,000 young people have been a part of the CCC since that time.

There are common misconceptions about the CCC and the CM's. An Executive level marketing and communications director is needed to increase and improve our messaging. Social media, a user-friendly website and web content are critical tools and with a chief policy-maker with a communications and marketing area of expertise, the Department will be better equipped to communicate the emerging program opportunities to potential recruits, sponsors and community support.

The Communications Director is critical to the overall success of the CCC. This position ensures that all media (television, press, social media) is creative, informative, and serves the purpose of enhancing California's natural resources while providing California's young adults critical job and life skills. This position is interviewed by multiple media outlets on a regular basis to promote the department. When the CCC receives questions from the media regarding our program, this position is the single-point of contact. This position also serves on multiple committees and makes public appearances to promote the CCC.

**B. SUMMARY OF REQUEST (continued)**

11. Describe what has changed that makes this request necessary. Explain how the change justifies the current request. Be specific and provide examples.

The department's Director and Chief Deputy Director were both appointed by the Governor and began their service terms in September 2015. Since then, they have been reviewing the program and have identified organizational needs. One such area of need is to update the department's marketing and recruitment materials, and the department website and social media direction.

The duties that were performed by the former Program and Operations Division (POD) Chief are now performed by the Chief Deputy. The department is proposing a reallocation of the POD Chief CEA position to the Communication Director CEA position - and decreasing the level from a B to an A.

Additionally, with increasingly intense fire seasons, flood events and agricultural crises, the CCC's emergency response demands are stretched further each year. This also increases the demand for emergency management and information dissemination at the Headquarters level. In 2015, CCC crews responded to approximately 45 fires classified as major incidents. The department has one Public Information Officer to cover close to 100 crews statewide. During peak fire and flood seasons, the Department is currently unable to send media representation during critical times. The Communications Director would develop an internal training for a team to be prepared to go into the field to work with media and affected communities, when needed.

### C. ROLE IN POLICY INFLUENCE

12. Provide 3-5 specific examples of policy areas over which the CEA position will be the principle policy maker. Each example should cite a policy that would have an identifiable impact. Include a description of the statewide impact of the assigned program.

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**C. ROLE IN POLICY INFLUENCE (continued)**

**13. What is the CEA position's scope and nature of decision-making authority?**

The Communications Director will be responsible for ensuring every level of communication, both internal and external, are consistent and in compliance with State and federal laws, rules and regulations; security measures are adhered to while developing, implementing and maintaining a creative strategic marketing plan that builds and communicates to multiple markets. The CEA will be responsible, along with an executive level team for decisions regarding policy development, implementation and oversight of all aspects of the departments marketing and communications policies and strategies along with other policy decisions that are the responsibility of the executive team such as setting district goals, performance measures, resource allocations, etc. The CEA will additionally serve on external committees within State government and community organizations and will be represent the Department.

During the implementation phase and times of emergency, the CEA will be responsible for the implementation of policies and procedures specific to the wishes of the Director and Chief Deputy Director and will be the primary contact on behalf of the CCC Executive Team representing the department at a moment's notice. The position will be critical to the collaboration and partnerships with the public and local and governmental organizations.

**14. Will the CEA position be developing and implementing new policy, or interpreting and implementing existing policy? How?**

The CEA serves as a member of the department's Executive Management Team and will have primary responsibility to formulate policy while also interpreting, implementing and upholding existing policy. Initially, the CEA will be responsible for the development and implementation of administrative, technical and research policies related to CCC marketing and public information efforts. The incumbent will continuously stay abreast of developments related to communications, marketing strategies and technological advances to provide continuous oversight and improved strategies. Additional areas require the CEA to assist, as part of the Executive Team, in the formulation of, and make recommendations regarding, department and center goals, performance measures, resource allocations, policies and procedures. When assigned, the incumbent will serve on policy development working groups and committees. Keep the Director and Chief Deputy informed about recommended policy changes, improvements and violations.