

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

April 18, 2020

2. Department

Delta Stewardship Council

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

Communications

4. CEA Position Title

Assistant Deputy Executive Officer for Communications (CEA A)

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

The Assistant Deputy Executive Officer for Communications (CEA A) provides expertise and leadership to develop and oversee implementation of the Council's communications strategy and external affairs. The Assistant Deputy also manages a communications team of five staff and works collaboratively with a range of subject-matter experts to deliver a high quality publications and effective meetings. The Assistant Deputy is an active member of the Council's Executive Team, and provides strategic advice to the Executive Officer and Council members on external affairs on an ongoing basis.

6. Reports to: (Class Title/Level)

Executive Officer, Exempt

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.

Communications Strategy

Develop Communications policy and implement the Council's communications strategy and oversee implementation of work products and process. Proactively identify and implement creative and effective communications solutions to support Council mission, priorities, and work plan, including a special focus on communications to the scientific community. Build strong relationships with agency counterparts to strengthen agency collaboration and coordination on efforts. Act as a Council spokesperson with media and represent the Council at external events.

Work with the communications team and subject-matter experts to: Proactively disseminate information through appropriate channels of communication including, but not limited to traditional media, social media, and other platforms. Handle requests from media and organize press conferences and briefings. Maintain and drive execution of a matrix of events, products, and venues for dissemination of information on a frequent basis.

External Affairs

Work with Executive Officer and Council members to develop outreach policy and strategies to stakeholders based on Council priorities. Act as spokesperson for Council at external engagements including meetings, focus groups, and presentations.

Work with the communications team and subject-matter experts to: Develop and implement a comprehensive stakeholder outreach strategy that represents a full range of audiences engaged in the Council's work. Work with community-based organizations, including those with a special focus on environmental justice and disadvantaged communities, to expand engagement opportunities in the Council's work. Work with CNRA and other State agencies to expand outreach and engagement with tribal nations. Implement Council's public participation strategy. Develop annual review of public participation efforts to demonstrate continual improvement.

Publications

Work with the communications team and subject-matter experts to: Translate scientific, technical, and complex issues into language understood by a broad range of audiences. Produce the Council's Annual Report. Implement branding strategy and style guide for all Council work products. Manage development of monthly Council meeting materials. Maintain a high standards for Council publications. Develop, implement, and enforce quality control procedures for production of publications, brochures, booklets, factsheets, and educational materials. Coordinate with Administration Division and Information Technology unit on accessibility requirements (AB 434) for publications and materials. Work with external media groups to provide editorial advice on publication content.

Meeting Support

Work with the communications team and subject-matter experts to: Provide oversight for Council meetings throughout the State, Delta Plan Interagency Implementation Committee meetings, and Delta Independent Science Board meetings, as well as workshops, forums, and special events. Implement requirements for public noticing based on requirements under California Environmental Quality Act, Administrative Procedures Act, and Bagley-Keene Open Meeting Act.

Provide supervision, including performance review and development planning for the communications team. Develop and implement policies for all website content, social media, and publications. Make operational decisions on budget, personnel, and program management. Motivate and inspire staff to work collaboratively toward Council strategic goals and objectives, while demonstrating sensitivity and good judgment. Ensure that staff are trained and supervised effectively in order to carry out Council work plan actions, in conjunction with state and federal laws. Ensure that budget and procurement needs are adequate to implement Council priorities.

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: Communications are a critical function for the Council. This position provides strategic advice to the Council Board and Executive Officer on all external communications; and serves as the Council spokesperson for the media, and at external functions. This position oversees also meeting services and public participation, which are also critical functions for the Council, with monthly Board meetings and Independent Science Board meetings that are mandated under the Delta Reform Act.

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.

This request is converting an existing position (CalFed Bay Delta Authority Program Manager III) to a CEA-A position in order to bring the position in parity with other state agencies, reduce the salary and benefits, and provide the appropriate range of skills and abilities for the position. The conversion is necessary because the skills and abilities for the Program Manager III series is better suited to other types of positions. The requirements of the position require specific expertise in communications, external affairs, and public participation. This position has only been held by one person for over 10 years, and is a hold over legacy from when the agency was converted from CalFed to the Council. Converting the existing position to a CEA-A will bring it in line with standard practice for other California Natural Resource Agencies, and will significantly reduce the salary and benefits to bring it into parity with other positions within the organization and other state agencies.

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.

The CEA position will have direct control for policy development for the Council in the following areas:

1) Communications Strategy

The CEA will work with Council and Executive Staff to develop the Council's Communication Strategy and oversee implementation of all council materials from website blogs, social media content to factsheets, workshop materials, and reports. Without high quality communications materials, the Council can not achieve its mission and provide the public and stakeholders with transparent information about government activities.

2) Public Outreach

The CEA will be responsible to develop and implement public outreach policy and strategy in accordance with Council direction. The incumbent must work with the communications team and subject-matter experts to implement a comprehensive stakeholder outreach strategy to expand engagement opportunities with stakeholder groups.

3) Meeting Services

The CEA implements policies and protocols to provide oversight for Council meetings throughout the State, Delta Plan Interagency Implementation, Committee meetings, as well as Delta Independent Science Board meetings, workshops, forums and special events. The position is responsible for planning the annual calender of Council meeting agendas, including developing agenda items and presentations, ensuring quality of staff reports/materials, and overseeing the logistics for all Council meetings. These meetings are legislatively required to occur on a monthly basis. The position will be the principal in charge of ensuring meetings are executed according to Council protocols, state laws, and include items that further the mission of the organization, which is to achieve the coequal goals of water supply reliability for the state and ecosystem health in the Delta.

C. ROLE IN POLICY INFLUENCE (continued)

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

The position operates with independence and makes decisions on a daily basis that impact the public's perception of and ability to understand government activities. This position must make decisions on how to clearly communicate highly sensitive and controversial information through a variety of media, social media, print, and public venues. This position is a part of the Council's Executive Team, and provides policy development input as well as strategic advice and must carry out decisions made by the Council Chair, Chief Counsel, and Executive Officer. This is also a management position that holds the responsibilities for promoting, hiring, discipline, for staff, as well as managing a budget and contracts.

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

This position will be responsible for communicating work to a broad range of stakeholders, the public, local, state and federal agencies on wide range of complex, highly-technical, and often politically-charged matters. The position plays an important role in interpreting and translating new policy and science to external audiences on a daily basis. The CEA will be responsible for developing new policy and existing policy especially in relation to the Council's newly developed public participation and communication plan. In relation to these plans, the CEA will be responsible for developing and implementing new communication strategies including communications, outreach, engagement, and non-IT web content and design.