

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

May 28, 2026

2. Department

California Housing and Homelessness Agency (CHHA)

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

External Affairs and Communications

4. CEA Position Title

Assistant Deputy Secretary of External Affairs and Communications

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

The California Housing and Homelessness Agency (CHHA) streamlines housing production, addresses homelessness, and consolidates, improves, and coordinates state-level housing efforts and is also responsible for advancing all civil rights laws and protections. The Agency oversees the policies and activities of five entities that deliver housing, homelessness, and civil rights-related programs, resources, and services, supporting the Agency's vision for a California where civil rights are safeguarded and everyone has a place to call home. The following entities are under CHHA: California Civil Rights Department, California Interagency Council on Homelessness, California Housing Finance Agency, Department of Housing and Community Development, and the Housing Development Finance Committee. Under the Direction of the Deputy Secretary of External Affairs, the Assistant Deputy Secretary of External Affairs and Communications is responsible for managing, developing, and implementing external affairs and communications functions of the California Housing and Homelessness Agency and the entities under its purview. This position provides advice and expertise and oversees stakeholder and community engagement communications coordination across the Agency and its Departments related to CHHA's mission and programs.

6. Reports to: (Class Title/Level)

Exempt Appointee/Deputy Secretary of External Affairs

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): This position is a member of the Agency's Executive Team and has frequent contact with the Agency Secretary and Undersecretary on matters impacting the agency, eleven member departments, and 8000+ employees statewide.

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.

Manages the daily operations of the CHHA external affairs and communications functions, including: reviewing, writing, editing, and developing materials provided by Agency and Department staff for the Secretary and Executive Team's use in briefings; preparing policies and editing talking points, speeches, op-eds, and public presentations from CHHA and its senior staff; tracking and packaging daily media activity from Departments for Agency and Governor's Office staff; oversees the content development, including research, writing, editing, and reviewing, of the Agency's website content; manages and crafts social media content for Agency social media accounts; and manages graphic design and video editing associated with visual communications content and marketing materials.

*Provides expertise to oversee and create policies on external affairs and community engagement communications activities to CHHA Senior Staff and Department teams.

*Leads in-depth research related to Agency projects, topics, and areas of interest.

*Oversees data management collaboration/community of practice across CHHA Departments, including exploring needs and uses of data, incorporation of data into briefing materials and talking points, strategic data partnerships, and coordination.

*Manages data innovation products for the Agency, including product development, data analysis and interpretation, and strategies for data deployment.

*Develops written materials and collateral for the purposes of community engagement, including internal and external communication.

*Guides strategic coordination with Department external affairs and communications staff.

*Provides external engagement preparation and support to the CHHA Agency Secretary, Undersecretary, and Deputy Secretaries related to public events, presentations, and reports.

*Manages Agency stakeholder outreach e-communications functions. [webinar logistics and production, CRM, etc.]

* Plan, promote, and assist in the implementation of proactive stakeholder engagement undertaken by CHHA.

*Assists the Deputy Secretaries of External Affairs and Communications in the strategies to advance CHHA's mission and goals with its stakeholders, including its Departments, the Governor's Office, interested parties, members of the public, the Legislature, and local and regional government and related entities.

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: The Assistant Deputy Secretary of External Affairs and Communications position is critical to the success of the California Housing and Homelessness Agency's (CHHA) mission. This position directly manages the execution and implementation of many functions that intersect primary external affairs and communications objectives, which are critical to achieving CHHA's core strategic goals. This position ensures that Agency level projects related to external affairs and communications are aligned with the goals of CHHA and coordinated across cross functional teams in all CHHA Departments.

This position is responsible for ensuring a smooth and timely delivery of research, content, and materials related to stakeholder and community engagement communications, and is vital for strong coordination across the Agency, down to Departments, and up to the Governor's Office. As a public agency, CHHA is committed to frequent, authentic, and transparent engagement with stakeholders, and without this position, CHHA's ability to meet its mission objectives would be significantly hindered, as this position provides vital oversight, problem solving, expertise, and leadership in the external affairs and communications programs. The effectiveness and efficiency of this role is central to CHHA's mission, and CHHA relies heavily on the expertise and guidance of the individual in this role to work with Agency colleagues, Departments, the Governor's Office, and stakeholders.

High level contacts for this position include the CHHA Secretary, Undersecretary, Deputy Secretaries of External Affairs and Communications, members of the CHHA Executive Team, Governor's Office External Affairs team, Communications and External Affairs Deputy Secretaries and senior staff at CHHA Departments, stakeholders in the public and private sectors, partners in other Federal, State, and local government agencies and Departments and stakeholders across all organizations.

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.

Over time, the issues and programs overseen by CHHA Departments have increased and so has the attention and resources invested in them. As such, the portfolio of needs have also grown in kind. Due to the evolution of CHHA and its Departments, increased need include efforts around marketing, branding and design, and digital communications to ensure recognition and clarity around the Agency's role and scope are elevated for stakeholders, and emerging needs include community engagement planning (messaging development, logistics, and partner coordination) for the Undersecretary and Deputy Secretaries, a robust research program to support engagement as well as Agency and Department policy development and programs, and data coordination with the Departments to maximize the impact of collective data tools and resources.

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.

Research and Data Management Collaboration Policy: Establishing guidelines and policies for undertaking research projects and ensuring CHHA is well versed in current research related to the agency's priority topics and issue areas. This includes developing a landscape analysis of known and potential research needs, process for undertaking the project, a template for key information to obtain (points of contact, existing research, etc.). This position would maintain a current/up to date library of research and reports relevant to CHHA needs available to CHHA staff and leverage existing research relationships to explore further collaboration to support CHHA's mission and goals. In addition, the position would coordinate with CHHA Departments around data content to ensure information is effectively maximized for use by CHHA, its Departments, and stakeholders. The position would manage development and appropriate deployment of data innovation products, tools, and strategies that support the Agency's mission and goals. This policy will result in improved coordination across CHHA Departments and can facilitate enhanced knowledge and sharing of evidence-based information with stakeholders.

Digital Communications Policy: Establishing guidelines and policies related to communicating with external stakeholders via digital tools such as the CHHA website, social media accounts, webinars, and listservs. This includes rules about what can be posted on the website and social media on behalf of CHHA, CHHA employees, and CHHA Departments. Guidance may include recommendations on cohesive branding and messaging, coordination of cross-Department posting and story promotion, how to manage challenging situations like negative engagement by the public, and how to communicate through professional, yet plain spoken language. This will support greater clarity around the purpose and role of the Agency and strengthen alignment with stakeholders.

Marketing/Design Policy: Reviewing existing and creating new policy related to how the Agency shares educational content through visual formats with the public and stakeholders. This position will ensure appropriate branding guidelines are created, clearly shared with, used and followed by CHHA staff (Agency and Departments) for a professional and cohesive look and feel. Branding will be appropriately used through digital communications such as the website and social media, and in design and development of toolkits, collateral materials, and presentation decks. This will ensure a clear, consistent and professional presence that aligns with CHHA's values and mission and facilitates increased recognition of the Agency by external stakeholders.

Community Engagement Policy: Developing appropriate policies and a plan for successfully executing community engagement opportunities undertaken by the Undersecretary and Deputy Secretaries at CHHA. This includes the development of briefing materials, talking points, presentation slide decks, managing and coordinating logistical details, as well as strategically building relationships with event organizers. This policy will support deeper engagement with stakeholders leading to stronger relationships that help support successful policy development and implementation.

C. ROLE IN POLICY INFLUENCE (continued)

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

The scope of the position will include external affairs and community engagement communications, research, data coordination, marketing and brand management, digital communications, and stakeholder engagement planning.

The above scope includes working in close partnership with the Deputy Secretaries of External Affairs and Communications and members of CHHA's executive team, Governor's Office External Affairs, CHHA Department representatives engaged in external affairs, data management, research, marketing, and digital communications, and stakeholders across CHHA and its member Departments.

The nature of the decision-making authority for this position will include the authority to develop and implement roadmaps and outlines for research projects, decision making on topics, timing, research partners, content, and appropriate uses for dissemination. Authority will also extend to coordination of data across Departments with decision making over which data related issues require attention, teams to engage, and recommendations on potential uses of collaboration outcomes. This position will also have the authority to develop and enforce branding and design guidelines for external facing materials with CHHA Departments, stakeholders, and CHHA owned media/communications channels – website, social media, e-blasts. Decision making will be on final content, messaging, design application, editing, and posting. In addition, authority will include developing and implementing community engagement plans for the Undersecretary and the Deputy Secretaries and to coordinate accordingly with GO External Affairs, and decision making over the messaging, logistics, and research required to successfully execute these plans.

This position plays a critical role in shaping and managing the CHHA and CHHA Departments' engagement with stakeholders and with each other, ensuring strong foundations to build toward success.

This position requires strong leadership, critical and creative thinking, a collaborative and solution-oriented mindset, and the ability to problem solve at the highest levels to support the mission and vision of CHHA.

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

This position would be developing and implementing new policy, as well as interpreting and implementing existing policy. Over time, the issues and programs overseen by CHHA Departments have grown and so has the attention and resources invested in them. Due to these changes, the portfolio of needs related to this position have shifted, and the existing policies require further review and interpretation to ensure they appropriately address current needs. This includes marketing, branding and design, and digital communications. Again, due to the evolution of CHHA and its Departments, there are new policies this position will need to develop and implement – including community engagement planning for the Undersecretary and Deputy Secretaries, a robust research program, and data coordination with the Departments.

New and existing policies will be reviewed in a feedback loop with the Deputy Secretaries of External Affairs and Communication and appropriate subject matter experts at the Agency will be given the opportunity to provide input.