



Classification: Associate Governmental Program Analyst
Title: Outreach and Marketing Coordinator
Permanent Full-Time
Salary: \$5,518.00 - \$6,907.00
Posted: June 3, 2022
Final Filing Date: August 9, 2022

The California Student Aid Commission is responsible for administering financial aid programs for students attending public and private universities, colleges, and vocational schools in California. The Commission's central mission is promoting educational equity by making postsecondary education affordable for all Californians.

About the Commission's Programs

The Outreach and Marketing Unit is responsible for the management and administration of the Commission's outreach and marketing programs, including the Cash for College program. The Outreach and Marketing unit promotes the Commission's programs including the Cal Grant, California Dream Act Application, Middle Class Scholarship, California Chafee Grant for Foster Youth, and various Specialized Programs. The unit is also responsible for establishing new partnerships with communities to provide program services.

Highlights of the Job

Under the general direction of the Staff Services Manager I of the Outreach and Marketing unit within the Executive Offices' Public and Policy Affairs Division, the Associate Governmental Program Analyst (AGPA) works with internal and external stakeholders, community organizations, and other partners to reach under-served populations. The AGPA identifies, analyzes, and responds to outreach and marketing program and system issues, inclusive of specialized programs, and partners with community organizations to help families and students complete financial aid applications (FAFSA, California Dream Act Application, Chafee, etc.). The AGPA will review application submission data to identify high schools and colleges with low application rates and identify strategies to assist those communities to increase the rates. Additionally, the incumbent may serve as a liaison to various Commission committees, segmental bodies, workgroups, provide customer support to internal and external stakeholders and related financial aid associations. The incumbent advises and provides analytical support to the team and develops strategic relationships with key stakeholders. The AGPA researches and analyzes program and policy issues in preparation of reports and assists in preparation of major presentations for the Outreach and Marketing Manager and special requests from Executive Management.

Preferred Qualifications

- Provide outstanding customer service.
- Excellent written and verbal communications skills.

- Proficient in Microsoft Office software packages in addition to other online platforms such as Zoom
- Strong interpersonal, analytical, and organizational skills.
- Experience in facilitating virtual and in person presentations
- Has financial aid knowledge/experience
- Ability to work well independently and as part of a team.
- Ability to handle multiple tasks and changing priorities.
- Ability to perform well under pressure on time-sensitive and high priority projects.
- Ability to speak and present in another language other than English, Spanish preferred

Statement of Qualifications

Candidates are required to submit a Statement of Qualifications (SOQ). The SOQ is a narrative discussion of how the candidate's education, training, experience, and skills relate to the primary duties of this position. The SOQ should be typed in 12-point Arial font and be no more than one page in length. Cover letters and résumés are not considered an SOQ. Please clearly state on your document "Statement of Qualifications." Applications received without an SOQ will be rejected.

Who Should Apply

Interested individuals who meet the minimum and desirable qualifications and are eligible to be appointed to the Associate Governmental Program Analyst classification.

Applicants must have current list eligibility for appointment to this class, currently a State employee who has transfer eligibility (transfers must meet the minimum qualifications for the advertised class, per CCR Rule 250), or currently in an SSA position. Appointment is subject to SROA/Surplus provisions. SROA and Surplus candidates are encouraged to apply. Surplus candidates must submit a copy of their surplus status letter.

All applicants, regardless of the type of eligibility, must meet the Minimum Qualifications of the [Associate Governmental Program Analyst](#) classification. In addition, please attach all required supporting documents (i.e., transcripts/diploma, license, and/or required certificate) to your application.

Eligibility is determined by the completed information on your Std. 678 and/or résumés; please ensure applications and/or résumés contain completed information, or your application may not be accepted.

How to Apply/Final Filing Date

Please reference **RPA #21-077, JC-310711 Position #270-735-5393-XXX**, Staff Services Analyst in the 'Job Title' section on the application, Std. 678.

Interested and qualified candidates must complete a State Examination/Employment Application (STD. 678), résumé, and Statement of Qualifications. Applications, résumés, and Statements of Qualifications must be received or postmarked by the final filing date of **August 9, 2022**

Electronic submission of applications, résumés, and Statements of Qualifications may be completed through your CalCareer account at www.jobs.ca.gov. Please contact the Personnel Office at (916) 464-6447 or email at Personnel@csac.ca.gov if you need assistance with the electronic application process.

Applications will **not** be accepted by fax or e-mail. You may also submit your application in person or by mail at:

CA Student Aid Commission
P.O. Box 3210
Rancho Cordova, CA 95741-3210
Attn: Personnel-Recruitment

CA Student Aid Commission
11120 International Drive, Suite 100
Rancho Cordova, CA 95670
Attn: Personnel-Recruitment

The State of California is an Equal Opportunity Employer to all, regardless of age, ancestry, color, disability (mental and physical), exercising the right to family care and medical leave, gender, gender identity or expression, genetic information, marital status, medical condition, military or veteran status, national origin, political affiliation, race, religious creed, sex (includes pregnancy, childbirth, breastfeeding and related medical conditions), and sexual orientation of any person.

It is an objective of the State of California to achieve a drug-free workplace. Any applicant for State employment will be expected to behave in accordance with this objective because the use of illegal drugs is inconsistent with the law of the State, the rules governing civil service, and the special trust placed in public servants.

CALIFORNIA STUDENT AID COMMISSION

DUTY STATEMENT

Position Identification:

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| Employee Name: | Vacant |
| Classification: | Associate Governmental Program Analyst |
| Working Title: | Outreach and Marketing Coordinator |
| Position Number: | 270-735-5393-XXX |
| Location: | Rancho Cordova |
| License/Other Requirement: | N/A |
| Date Prepared: | May 20, 2022 |
| Effective Date: | TBD |

Function (Summary of Responsibilities):

Under the general direction of the Staff Services Manager I of the Outreach and Marketing unit within the Executive Offices' Public and Policy Affairs Division, the Associate Governmental Program Analyst (AGPA) works with internal and external stakeholders, community organizations, and other partners to reach under-served populations. The AGPA identifies, analyzes, and responds to outreach and marketing program and system issues, inclusive of specialized programs, and partners with community organizations to help families and students complete financial aid applications (FAFSA, California Dream Act Application, Chafee, etc.). The AGPA will review application submission data to identify high schools and colleges with low application rates and identify strategies to assist those communities to increase the rates. Additionally, the incumbent may serve as a liaison to various Commission committees, segmental bodies, workgroups, provide customer support to internal and external stakeholders and related financial aid associations. The incumbent advises and provides analytical support to the team and develops strategic relationships with key stakeholders. The AGPA researches and analyzes program and policy issues in preparation of reports and assists in preparation of major presentations for the Outreach and Marketing Manager and special requests from Executive Management.

Reporting Relationships:

Reports directly to the Outreach and Marketing Manager of the California Student Aid Commission.

Program Identification:

The California Student Aid Commission is responsible for administering financial aid programs for students attending public and private universities, colleges, and vocational schools in California. The Commission's central mission is promoting educational equity by making postsecondary education affordable for all Californians.

The Outreach and Marketing Unit is responsible for the management and administration of the Commission's outreach and marketing programs, including the Cash for College program. The Outreach and Marketing unit promotes the Commission's programs including the Cal Grant, California Dream Act Application, Middle Class Scholarship, California Chafee Grant for Foster Youth, and various Specialized Programs. The unit is also responsible for establishing new partnerships with communities to provide program services.

Job-Functions:

Candidates must be able to perform the following essential functions with or without reasonable accommodations.

- 40% Participate actively in the development and implementation of strategic outreach and marketing events & campaigns, that include learning outcomes, publicity efforts, and a system to measure and analyze the efficacy of the outreach and marketing efforts. Plan and manage event logistics. Prepare and develop outreach programs and marketing plans and organize large outreach events for various communities. Attend events and meetings, as needed, that support the Commission's programs. Work with key internal and external stakeholders serving student populations that qualify for Commission programs on various outreach and marketing initiatives. Collaborate with training and program staff to maximize education and outreach and marketing efforts. Identify outreach and training needs for communities and strategies to implement new programs to increase application rates. Analyze data to prepare reports, as requested, that will help identify communities in need of support for completing the FAFSA/California Dream Act Application.
- 20% Research and respond to complex and sensitive inquiries by applying knowledge of financial aid programs administered by the Commission, other federal and state aid programs, the FAFSA, the California Dream Act Application, the California Education Code and other applicable federal and state legislation and regulations. Work with Commission staff, institutions, and students to resolve outreach program issues. Build strategic relationships with key stakeholders and coalitions in support of increasing college affordability for students throughout the state. Maintain a calendar of education and outreach events, including live webinar presentations.
- 20% Research, draft, and prepare written correspondence, including reports, PowerPoints, marketing materials, website, and social media copy, talking points, forms, Commission meeting agenda items, and other writing assignments providing accurate, complete, and up to date information using excellent writing techniques. Responds to requests and answers from internal staff, stakeholders, and the public. Compiles and completes statistical reports requested by the Executive Office and other state and federal agencies.
- 10% Facilitate or lead workgroups or teams which include internal and external stakeholders to accomplish work assignment objectives and goals. Interact with management, staff, and internal and external stakeholders, contributing to the overall efficiency and productivity of the outreach and marketing unit. Organize and facilitate meetings. Represent the Commission at specified events, meetings, and conferences and present materials as directed. Assist in interpreting departmental policies and facilitating and developing procedures as appropriate in conjunction with management, colleagues, and different stakeholders.

5% Lead in the development and facilitation of major presentations that involve research, data analysis, PowerPoint development, utilizing technology to best support the presentations. Assist in Special Projects as requested by Executive Management.

Non-Essential Functions

5% Perform other job-related duties as required within the scope of the Associate Governmental Program Analyst classification. May serve as backup to other Executive staff.

Physical Requirements:

Ability to operate and utilize office machines required to perform work tasks, such as copiers, faxes, calculators, personal computer, etc. These job duties may require the incumbent to work under demanding conditions and irregular hours during peak periods. Requires sitting for long periods while using a personal computer or reviewing documents and working papers.

Working Conditions:

Employee's work is to be performed within an office environment and/or remote or hybrid work environment, and is equipped with standard or ergonomic office equipment, as needed. Attend meetings in designated conference rooms.

Attendance:

Must maintain regular and acceptable attendance.

Signature:

By signing this document, I acknowledge that I have read and understand all the requirements and information above and will receive a copy of this duty statement.

Applicant/Employee Certification of Essential Functions: I certify that I possess essential personal qualifications including integrity, initiative, dependability, good judgment, and ability to work cooperatively with others, and a state of health consistent with the ability to perform the assigned duties as described above with or without reasonable accommodations. (If you believe reasonable accommodation is necessary, discuss your concerns with the hiring supervisor. If unsure of a need for reasonable accommodation, inform the hiring supervisor, who will discuss your concerns with the Personnel Office).

Professional Conduct: As an employee of the California Student Aid Commission, I shall conduct business in a professional and ethical manner by demonstrating integrity, honesty, good judgement, courtesy, and respect at all times. I shall be sensitive to, and responsible for, the efficient, economical, and legal implementation of all business operations.

Employee Signature Date

Supervisor Signature Date

*Duties of this position are subject to change and may be revised as needed or required.