



Classification: Staff Services Manager I (Specialist)
Title: Policy and Media Relations Manager
Permanent, Full-Time
Salary: \$6,124.00 - \$7,608.00
Posted: March 30, 2021
Final Filing Date: Until Filled

This position is being re-advertised to increase the candidate pool. If you have already applied for this position, it is not necessary to reapply.

NOTE: Salaries do not reflect recent changes necessitated by the unanticipated budget shortfalls arising from the COVID-19 pandemic. Information for actual reductions of salaries is available in the Human Resources Manual, Section 2113, Personal Leave Program (PLP) at <http://hrmanual.calhr.ca.gov/Home/ManualItem/1/2113>.

The California Student Aid Commission (CSAC) is the principal state agency responsible for administering approximately \$3 billion dollars in financial aid programs for students attending public and private universities, colleges, and vocational schools in California. The mission of the California Student Aid Commission is to promote educational equity by making postsecondary education affordable for all Californians by administering financial aid and outreach programs.

Job Description Summary

The incumbent will independently perform complex assignments involved in planning and implementing the Commission's Media Relations Program including strategic use of digital, social, and traditional media. The incumbent will develop a strategic plan for communicating Commission programs, outreach, and key initiatives such as Cal Grant reform. This work will involve developing key media relationships and supporting special projects such as the College Affordability Summit, Cash for College, and outreach events. It will also include expanding partnerships with public and non-profit organizations. Responsibilities for the Commission's Media Relations Program include elevating public awareness of the Commission to help students and families maximize their financial aid opportunities. Responsibilities will also include developing a media relations and communication strategy for the Commission, developing messaging and all media communications materials and methodologies, acting as the primary media contact, acting as the Commission's spokesperson, and overseeing the agency's social media and website content and updates. The incumbent will also keep up to date on all major financial aid policy and higher education issues.

Preferred Qualifications

- Experience communicating with various media (i.e. newspaper, online, radio, and TV reporters).
- Effective written and verbal communication skills.
- Experience utilizing major social media platforms to amplify Commission messages.
- Experience in policy development and the exercise of political judgment.
- Experience with interaction with multiple constituencies, including, for example, students, parents, community members, educators from K-12 and postsecondary institutions, public officials, non-governmental organizations, the media, and the general public.
- Ability to think critically and develop, analyze, and recommend solutions or alternatives.
- Ability to work well with others.
- Ability to deal with multiple tasks with changing priorities and provide outstanding customer service.
- Proficiency in Microsoft Office software packages.
- Knowledge of the Commission's programs.

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 Staff Services Manager I 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 a Staff Services manager I 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 [Staff Services Manager I](#) 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 #20-049, JC-237198, Position #270-730-4800-XXX**, Staff Services Manager I (Specialist), in the 'Job Title' section on the application, Std. 678.

Interested and qualified candidates must complete a State Examination/Employment Application (STD. 678), and Statement of Qualifications, submission of a résumé is optional. Applications and Statements of Qualifications will be accepted **Until Filled**. Electronic submission of applications and Statements of Qualifications may be completed through your CalCareer account at www.jobs.ca.gov.

Please contact the Personnel Office at (916) 464-8910 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
Ranch Cordova, CA 95741-3210
Attn: Personnel-Recruitment

CA Student Aid Commission
11040 White Rock Road
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:

Employee Name:	Vacant
Classification:	Staff Services Manager I (Specialist)
Working Title:	Policy and Media Relations Manager
Position Number:	270-730-4800-XXX
Location:	Rancho Cordova
License/Other Requirement:	N/A
Date Prepared:	January 17, 2021
Effective Date:	TBD

Function (Summary of Responsibilities):

The incumbent will independently perform complex assignments involved in planning and implementing the Commission's Policy and Media Relations Program including strategic use of digital, social, and traditional media. The incumbent will develop a strategic plan for communicating key policy initiatives such as Cal Grant reform and a variety of other student financial aid policy related projects. This role will develop and lead the execution of proactive strategies and programs to reach student aid communities, as well as national and local media, and government officials; develop strategic and scalable policy communications programs that proactively advance the Commission's goals; and proactively identify and collaborate with external parties, including those who can amplify our messages and advocate for favorable policies. The incumbent's work will involve developing key media relationships and supporting special projects such as the College Affordability Summit and expand partnerships with public and non-profit organizations. Responsibilities will also include developing a media relations and communication strategy for the Commission, developing messaging and all media communications materials and methodologies, build relationships and serve as the agency's representative with key news outlets, editors, editorial boards and reporters. The incumbent will work cross-functionally with multiple Commission teams, including Government Relations, Legal, Outreach and Programs to support the Commission's policy objectives. The incumbent will be required to keep up to date on all major financial aid policy and higher education issues.

Reporting Relationships:

Reports directly to the Chief Deputy Director.

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 mission of the California Student Aid Commission is to promote educational

equity by making postsecondary education affordable for all Californians by administering financial aid and outreach programs.

Job-Functions:

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

- 40% Develops strategic plans for communicating key policy initiatives such as Cal Grant reform and a variety of other student financial aid policy related projects. Develop and lead the execution of proactive strategies and programs to reach student aid communities. Develop a media relations and communication strategy for the Commission and serve as the agency's representative with key news outlets, editors, editorial boards and reporters. Evaluates and analyzes the extent of public awareness of CSAC's mission, programs and financial aid goals and formulates media and communications strategies that raise awareness among policy leaders, students, parents, community members, educators from K-12 and postsecondary institutions, public officials, non-governmental organizations, the media, and the general public. Advises the Executive Director and Chief Deputy Director of media relations and communications strategies and messages relating to key policy issues affecting the Commission and its programs. Assists Commission members on communication-related activities. Participates as a team member on the Commission's Executive team.
- 25% Prepares communication materials and facilitates the Commission's response to media and public inquiries. Drafts news releases, newsletters, fact sheets, public service announcements, background materials, annual reports, web site and social media content, and correspondence. Provides proofreading and editing for a variety of Commission documents. Organizes and oversees the production of audio/visual materials, still photography, preparation of speeches, and script writing. Develops and maintains working relationships with the news media and conducts outreach to news media on a continuous basis. Assists in the development and implementation of web site standards, design, and content; recommends and develops web content to support social media strategies. Researches and collaborates with professional staff on the creation of outreach messages and materials for the web site. Reviews and edits content for grammar, accuracy, and artistic appeal. Provides general communications training to agency employees.
- 20% Researches, identifies, and monitors social media benchmarks for measuring the impact and effectiveness of social media on Commission policy initiatives. Formulates key performance measures, tracks data, and analyzes the effectiveness of social media and web strategies, and recommends adjustments to strategies based on that analysis. Develops engaging social media efforts that educate the public on issue-related topics, including developing original content, as well as leading efforts among program staff to develop appropriate and effective content. Coordinates the review and approval of social media messaging with the Executive Director. Coordinates the comment management and prepares responses to wide ranging comments.

10% Implement special projects depending on agency needs and priorities. Projects may include working with program staff and/or serving as staff lead to analyze key agency initiatives or high-visibility projects for the Commission.

Non-Essential Functions

5% Other duties as assigned.

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 is equipped with standard or ergonomic office equipment, as needed. Attend meetings in designated conference rooms and be willing to travel to off-site locations. During the COVID-19 pandemic, employees and managers may need to work remotely from home.

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.