

WE ARE HIRING



ASSISTANT DEPUTY DIRECTOR OF COMMUNICATIONS

To Apply Send Your Resumes To:

Willie.Rudman@gobiz.ca.gov

Classification Title Assistant Deputy Director, Communications	Unit Communications
Working Title Assistant Deputy Director, Communications	Position Number 373-100-6154-001

GENERAL STATEMENT:

Under the supervision of the Deputy Director of Communications, the Assistant Deputy Director for Communications carries out communication responsibilities. The incumbent's responsibilities will include the following:

ESSENTIAL FUNCTIONS:

30%	<p>Branding and Marketing</p> <ul style="list-style-type: none"> Under the supervision of the Deputy Director, assist in the development of an overall communications strategy and help execute programs to deliver communications objectives throughout the organization, ensuring all messaging and communications are aligned with that strategy. Lead in researching external data and metrics around California's economy, the work of GO-Biz and the rest of the administration's work on economic development and the economy. Manage all web page and social media content, working with GO-Biz teams to ensure that new and consistent information (article links, stories, and events) is posted regularly. Assist in the management of an external vendor in the production of digital/video content for the upcoming calendar year in support of the 2023-24 Communications Plan. Proactively research and identify current events, including local, state, or federal endeavors that may impact GO-Biz or the California economy or business community.
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	<ul style="list-style-type: none"> Assist the Governor's Office and GO-Biz Sr. Staff to develop priority events for the Governor's and Director's personal attendance.
25%	Media Relations <ul style="list-style-type: none"> Work with Deputy Director to manage all media relations and contacts. Support and attend any news conferences and special media events and activities involving GO-Biz and where appropriate I-Bank, Office of the Small Business Advocate, Film Commission and Visit CA. As directed by the Deputy Director Communications, serve as GO-Biz spokesperson, attend speaking opportunities, participation at events or interviews for GO-Biz Senior Staff. As necessary, work with Deputy Director of Legal Affairs regarding public record requests and media inquiries. Maintain the GO-Biz media list and press contacts as well as media accounts and passwords.
25%	Messaging <ul style="list-style-type: none"> Support in the development and maintenance of the Director's stump talking points, as well as talking points for individual events on an as needed basis. Assist with briefing materials for the Director and/or Sr Staff. Work with GO-Biz Sr. Staff to develop, align, and regularly update messaging, including testimonials, statistics, and other assets to reflect the work of the Agency and the message of doing business in California. Work with Sr Staff and program leads to develop, distribute, and maintain all key print and electronic materials including, but not limited to, media releases, weekly newsletters and program fact sheets/ brochures.
15%	Coordination <ul style="list-style-type: none"> Prepare daily news clips relevant to GO-Biz and California economy and distribute to Sr Staff. Monitor news throughout the day for relevant clips and distribute to Sr Staff. Assist in the management/coordination with team members responsible for Visit CA, I-Bank and Film Commission's communications. Coordinate with Governor's Press Office and communications staff across agencies and local governments. Maintain GO-Biz communications and events calendar along with external affair staff. Manage the tracking of high visibility business activity – namely expansions, startups, and relocations – in California that impact the overall narrative of the state's economic performance.
MARGINAL FUNCTIONS:	
5%	Other duties as assigned

SUPERVISION EXERCISED

None

SUPERVISION RECEIVED

The Assistant Deputy Director serves under the direction of the Deputy Director Communications.

PUBLIC AND INTERNAL CONTACTS

During the course of work, the incumbent has regular and frequent contact with members of the Governor's Office, governmental agencies, high-level members of business and economic development communities, private citizens and appointed and elected officials. These contacts require a high degree of sensitivity and awareness of the functions and interrelations of various government, public and private organizations.

INITIATIVE AND INDEPENDENCE OF ACTION

This position requires a high degree of administrative, technical and management capability over extremely sensitive economic development projects. The incumbent is relied upon to develop and ensure the completion of assignments and delegates work in complex situations with or without direct supervision. The ability to set and manage priorities, develop policy for all programs and ensure completion of work is required. This position also requires a high level of problem-solving, technical skill, perceptive judgment, independence of action and accurate assessment of intricate situations.

CONSEQUENCE OF ERROR

Significant error, poor judgment, and lack of professionalism could result in the loss of economic growth and job creation in California, therefore resulting in the termination of the appointment.

CERTIFICATION

This position statement fairly represents the responsibilities and reporting relationship of the position. If any aspect of this statement is substantially changed, a new statement will be prepared and submitted to the Human Resources Office.

I have read and understand the duties listed above and can perform them either with or without reasonable accommodation. Reasonable accommodation needs should be discussed with your hiring supervisor. If you are unsure whether you require reasonable accommodation, please inform your supervisor who will discuss your concerns with the Reasonable Accommodation Coordinator.

EMPLOYEE'S ACKNOWLEDGEMENT: *I HAVE DISCUSSED WITH MY SUPERVISOR THE DUTIES OF THIS POSITION AND HAVE RECEIVED A COPY OF THE DUTY STATEMENT*

The statements contained in this duty statement reflect general details as necessary to describe the principal functions of this job. It should not be considered an all-inclusive listing of work requirements. Individuals may perform other duties as assigned, including work in other functional areas to cover absence of relief, to equalize peak work periods or otherwise balance the workload.

Employee Name (Printed)	Employee Signature	Date
<i>Employee's Title</i>		

SUPERVISOR'S ACKNOWLEDGEMENT: *I HAVE DISCUSSED THE DUTIES OF THIS POSITION WITH AND HAVE PROVIDED A COPY OF THIS DUTY STATEMENT TO THE EMPLOYEE NAMED ABOVE.*

Willie Rudman		
Supervisor's Printed Name	Supervisor's Signature	Date
<i>Deputy Director, Communications</i>		