

California Complete Count – Census 2020

Position Duty Statement



Classification Title Appointee	Department California Complete Count (CCC) Census 2020
Working Title Deputy Director, External Affairs and Media Relations	Office/Unit/Section/Geographic Location External Affairs and Media Office/Sacramento
Position Number	Effective Date May 2019

SUMMARY

The U.S. Constitution mandates that the U.S. Census Bureau conduct a general count of its population every 10 years. The next nationwide decennial census will take place in the early part of 2020. Local, state, and Federal governments use the decennial census for the purposes of apportioning their districts, and the Federal government uses it to distribute approximately \$600 billion dollars in Federal funds annually among tribal, state and local governments to fund critical programs, social services and infrastructure projects. The State of California depends on census data and Federal funds to deliver quality services to its residents. The California Complete Count Committee (CCCC) - Census 2020 Initiative is comprised of a broad-based coalition of community organizations, advocates, the private sector, interfaith communities, and philanthropy all working together to inform, educate and mobilize all Californians to get counted in 2020.

ABOUT THE ROLE

The Deputy Director of External Affairs and Media Relations (DDEAMR) will lead the California Statewide Census 2020 public affairs and communications campaign efforts. This will include developing and managing the earned and paid media strategy in collaboration with contracted vendors.

This position will oversee the website and other public facing platforms and communications staff. The DDEAMR will also assist the Director with managing external relationships and partnerships.

Duties and Responsibilities include, but are not limited to:

- Manage the development and execution a cohesive California Census 2020 media and marketing strategy that intentionally focuses on reaching hard-to-count populations through culturally and linguistically competent materials and communication.
- Build internal infrastructure to support successful management and execution of statewide Census 2020 marketing and earned media efforts.
- Oversee the development, integration, and management of a California Census 2020 owned media strategy including website and social media platforms.

- Oversee development of marketing tools, materials, and other resources with an emphasis on meeting the needs of hard-to-count populations.
- Ensure quality control of public facing content and materials.
- Form and oversee staff management of Census 2020 State Agency Working Group and implementation of the Statewide Outreach and Communications Strategy.
- Manage system and spokespeople for intake and response of media inquiries to ensure quick responses.
- Coordinate with regional coalitions to assess and address communication needs.
- Identify and engage potential regional and local partners.
- Engage stakeholders.
- Support outreach efforts through the development of toolkits and other communications related content.
- Interface with local government staff and elected officials statewide through regular meetings, presentations, and conference calls.
- Interface with other states and the US Census Bureau to communicate national Census messaging and address communication gaps.
- Represent campaign in local, state, and national media when necessary.
- Prepare correspondence and reports for Director and Administration as needed.

I have read and understand the duties listed above and I can perform these duties with or without reasonable accommodation. (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 Analyst.)

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

Employee Signature	Employee Printed Name	Date

I have discussed the duties of this position with and have provided a copy of this duty statement to the employee named above.

Supervisor Signature	Supervisor Printed Name	Date