

CEA B

Career Executive Assignment Examination Announcement

California Public Utilities Commission

Exam #: 5UC16 **Class Code:** 7500 **Min. Salary:** \$8594/month **Max Salary:** \$11,000*/month

*salary may be negotiable within salary cap

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 EXPRESSION, GENDER IDENTITY, 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.

IT IS AN OBJECTIVE OF THE STATE OF CALIFORNIA TO ACHIEVE A DRUG-FREE STATE WORK PLACE. 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 SERVICE.

POSITION: CEA B – Director, News & Outreach Office

LOCATION: California Public Utilities Commission
Executive Branch, News & Outreach Office
505 Van Ness Avenue, 5th Floor
San Francisco, CA 94102

FINAL FILING DATE: August 4, 2015

Online applications must be received no later than by the final filing date. The PUC will not accept applications after the final filing date. Do not submit your application to the State Personnel Board (SPB)/California Department of Human Resources (CalHR).

DUTIES AND RESPONSIBILITIES

The News & Outreach Office Director, under the general direction of the Executive Director, plans, organizes, and manages the major functions of media relations and stakeholder outreach and education. Incumbent plans, organizes, and coordinates the public information and public affairs programs of the CPUC and is an integral part of top management; Creates and implements communication plans, including planning, organizing, and directing the news and outreach functions to ensure that stakeholders are fully informed of the CPUC's policies, procedures, and programs; regularly advises and consults with Commissioners, Advisors, Executive Director, and industry Directors to give pre-policy communications input, and provide post-policy implementation and dissemination strategy, including establishing information program objectives tied to goals; directly influences the handling of issues and policies that have a high-consequence impact on the state and CPUC and/or are highly-sensitive, complex, controversial, and that receive heavy publicity, media interest, and scrutiny by the legislature; Oversees all media relations; Oversees CPUC websites, event calendar, and social media platforms; Manages the CPUC's Speaker's Bureau and Information Exchange Programs; Oversees the creation of all collateral materials such as posters, brochures, and flyers, as well as an external eNewsletter and internal newsletter; Leads internal and external teams that implement statewide marketing and education campaigns, as well as emergency response communication plans; oversees the statutorily mandated Small Business Program and Supplier Diversity Program; Coordinates with counterparts at other agencies, such as the Governor's office, Air Resources Board, CalEPA, CalOES, California Independent System Operator, and the California Energy Commission; Responsible for broad administrative and program activities, including preparing budgets and timelines.

REQUIREMENTS FOR ADMITTANCE TO THE EXAMINATION - MINIMUM QUALIFICATIONS

Applicants must meet the following minimum qualifications:

Either I

Must be a current State civil service employee with permanent civil service status, as defined in Government Code Section 18546.

Or II

Must be a current or former employee of the Legislature, who resigned or was released from service within the last 12 months, and with two or more consecutive years of service as defined in Government Code 18990.

Or III

Must be a current or former non-elected exempt employee of the Executive Branch of government who resigned or was released from service within the last 12 months, and with two or more consecutive years of service (excluding those positions for which the salaries are set by statute) as defined by Government Code Section 18992.

Or IV

Must be a person retired from the United States military, honorably discharged from active military duty with a service-connected disability, or honorably discharged from active duty as defined in Government Code Section 18991.

KNOWLEDGE AND ABILITIES

Applicants must demonstrate the ability to perform high level administrative and policy influencing functions effectively. Such overall ability requires possession of the following more specific knowledge and abilities:

(1) Knowledge of the organization and functions of California State Government including the organization and practices of the Legislature and the Executive Branch; principles, practices, and trends of public administration, organization, and management; techniques of organizing and motivating groups; program development and evaluation; methods of administrative problem solving; principles and practices of policy formulation and development; and personnel management techniques; the department's or agency's Equal Employment Opportunity Program objectives; and a manager's role in the Equal Employment Opportunity Program.

(2) Ability to plan, organize, and direct the work of multidisciplinary professional and administrative staff; analyze administrative policies, organization, procedures and practices; integrate the activities of a diverse program to attain common goals; gain the confidence and support of top level administrators and advise them on a wide range of administrative matters; develop cooperative working relationships with representatives of all levels of government, the public, and the Legislature and Executive branches; analyze complex problems and recommend effective courses of action; and prepare and review reports; and effectively contribute to the department's or agency's Equal Employment Opportunity objectives.

These knowledge and abilities are expected to be obtained from extensive managerial and program administration or broad program manager experience with substantial participation in the formulation, operation, and/or evaluation of program policies. (Experience may have been paid or volunteer, in State service, other government settings or in a private organization.)

DESIRED EXPERIENCE AND QUALIFICATIONS

Each candidate's Statement of Qualifications (SOQ) must be in response to these Desirable Qualifications in the order listed below:

- 1) Demonstrated experience with responsibility for coordinating, directing or managing a complex information and public affairs program.
- 2) Familiarity with state and federal regulation concerning telecommunications, energy, water and transportation utilities and industries.
- 3) A high degree of initiative, independence, common sense and the ability to work cooperatively with leaders in government, business and the broader community.
- 4) Ability to manage a multi-disciplinary staff of professionals, technical experts, and support staff.
- 5) Excellent written and verbal communication skills.

EXAMINATION INFORMATION

A minimum rating of 70% must be attained to obtain list eligibility. Hiring interviews may be conducted with the most qualified candidates. All candidates will receive written (email) notification of their examination results. The eligibility list resulting from this examination will be used only to fill this position. Results from this examination will not be used to fill any other CEA positions or future vacancies for this position.

THE EXAMINATION WILL CONSIST OF AN APPLICATION AND STATEMENT OF QUALIFICATIONS (SOQ) WEIGHTED 100%.

FILING INSTRUCTIONS

Applicants who fail to submit the Statement of Qualifications (SOQ) by the final filing date will be eliminated from this examination process.

Interested applicants must submit:

- An online application at: <http://www.cpuc.ca.gov/PUC/jobs/>.
- A "Statement of Qualifications". The Statement is a narrative discussion of how the candidate's education, training, experience, and skills meet the desirable qualifications and qualify them for the position. The Statement of Qualifications serves as a documentation of each candidate's ability to present information clearly and concisely in writing. The SOQ shall be single-spaced, Times New Roman 12-point font and not to exceed three (3) typewritten pages.
- Resumes do not take the place of the Statement of Qualifications.
- The "Statement of Qualifications" should specifically address the desirable qualifications identified above.

If you have a disability and need special testing arrangements, mark the appropriate box on Question 2 of the "Examination and/or Employment Application (STD 678)." You will be contacted in advance of the examination to make specific arrangements that are convenient to you.

ELIGIBLE LIST INFORMATION

A candidate may only test once in a 12 month period. A list of eligible candidates will be established for the California Public Utilities Commission. Eligibility expires 12 months after it is established.

Questions concerning this position should be directed to Timothy Sullivan at 415-703-3808 or e-mail at tjs@cpuc.ca.gov.

GENERAL INFORMATION

Applications are available at the State Personnel Board office, local offices of the Employment Development Department, and in Human Resources of the California Public Utilities Commission.

If meeting the requirements stated above, you may take this competitive examination. Possession of the entrance requirements does not ensure a place on the eligible list. All candidates passing the examination will be ranked according to scores.

The California Public Utilities Commission reserves the right to revise the examination plan to better meet the needs and service of the Commission. Such revision will be in accordance with civil service law and rules and all competitors will be notified.

Examination Locations: Examinations are typically scheduled in San Francisco. However, there are instances when examinations are given in such places in California as the number of candidates and conditions warrant.

General Qualifications: Candidates must 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 of the class. A medical examination may be required.

Interview Scope: If an interview is conducted, in addition to the scope described on this bulletin, the panel may consider education, experience, personal development, personal traits, and fitness. In appraising experience, more weight will be given to the breadth of pertinent experience and evidence of the candidate's ability to accept and fulfill increasing responsibilities than to the length of the candidate's experience. Evaluation of a candidate's personal development will include consideration of own training needs; plans for self-development; and the progress the candidate has made towards self-development.