SUMMARY OF RESPONSIBILITIES

Under the direction of the Director and Chief Deputy Director of the Civil Rights Department (CRD), the Deputy Director of Communications is a member of CRD’s executive staff, leads and manages CRD’s strategic media and communications program to advance the Department’s mission of protecting and advancing the civil rights of Californians, serves as chief advisor to the Director and executive staff on media and communications strategies, and serves as CRD’s chief spokesperson.

Essential Functions

30% Develops, implements, manages, and evaluates media and communications policies and strategies to enhance public awareness and understanding of the Department, its role and functions, and the civil rights protections it enforces. These include traditional media (print, radio, etc.) and digital/social media strategies to support goals in CRD’s strategic plan, Department initiatives, events, enforcement and policy announcements, and outreach campaigns. Trains and guides CRD’s executive team on communications, media, and public affairs strategies and goals, as well as related administration policies and priorities. Collaborates with communications and public affairs professionals of other government agencies and community stakeholders, among others, to advance CRD’s goals. Supervises an Information Officer I (Specialist) serving as CRD’s Digital Community Manager.

30% Serves as principal spokesperson for the Department and establishes and maintains proactive relationships with media outlets, including the general press, legal press, and media outlets to reach diverse stakeholders, populations, and communities that experience discrimination and other civil rights violations across California (including outlets in various languages spoken by Californians). Writes, reviews, and edits press releases and media statements. Develops story pitches. Drafts and edits op-eds, blog posts, copy for CRD’s website and social media, list-serv messages, and other written communications about the Department’s work. Works with the Director and the executive team to write speeches, prepare for presentations, and prepare for interviews. Writes talking points, reviews proposed media responses, and acts as a moderator during interviews with reporters. Works with the executive team to craft statements and responses to complex or sensitive media inquiries.

15% Collaborates with CRD’s Outreach and Education program to identify opportunities to support Department initiatives through media and communication campaigns. Recommends, develops, and implements communication and media strategies to strengthen the Outreach and Education team’s partnerships and ability to
meaningfully engage with diverse communities on civil rights issues.

10% Serves as a senior advisor on communications and public affairs to the Director and executive team on a broad range of policy matters. Monitors and reports on local, state, and national trends related to the Department’s civil rights work, including legislation, litigation, current events, and social movements. Stays abreast of recommended practices and emerging issues in media relations, communications, and community engagement.

10% Coordinates with and reports to the Business, Consumer Services, and Housing Agency (BCSH), the Governor’s Office, and others regarding CRD communications, media coverage, digital/social media engagement, and related activities. Oversees and reviews daily, weekly, monthly, and annual reports. Assists the Public Records Act team with processing records requests from reporters and external stakeholders.

Marginal Functions

5% Participates in weekly executive team meetings and contributes to senior level decisions affecting the Department. Performs other job-related duties and special projects as needed.

Certification of Employee

I have read and understand the duties described above for the role of the Deputy Director of Communications. I meet all job requirements as described above and can perform the essential functions with or without a reasonable accommodation.

_______________________________________ __________________________
Employee’s Signature Date

_______________________________________ __________________________
Supervisor’s Signature Date