

**STATE OF CALIFORNIA  
DEPARTMENT OF FAIR EMPLOYMENT AND HOUSING  
DUTY STATEMENT**

| <b>Date</b> | <b>Classification Name</b>  | <b>Division/Unit</b> |
|-------------|---|----------------------|
| 7/6/2018    | Assistant Deputy Director for Education and Outreach,<br>Executive Programs Division, CEA Level A | Executive Programs   |

**SUMMARY OF RESPONSIBILITIES**

Under the general direction of the Deputy Director of the Executive Programs Division of the Department of Fair Employment and Housing (DFEH), the Assistant Deputy Director of the Executive Programs Division is responsible for leading the Department's Education and Outreach Program. This includes developing a Strategic Outreach Plan for DFEH, developing and implementing departmental policies related to education and outreach, implementing/overseeing the implementation of all of the Department's education and outreach projects and activities, tracking and reporting on the impact of the Education and Outreach Program, and managing staff within the Program.

The Education and Outreach Program will encompass all of the Department's education and outreach efforts. This includes organizing and implementing outreach campaigns focused on specific issues and/or targeted at specific populations or industries, which may be undertaken in partnership with other organizations. Specific activities may include: developing and revising website content, outreach materials, educational resources and presentations; organizing events, conducting trainings, and engaging stakeholder groups in various other forums; developing apps and other tools; and working with media outlets to publicize the work of the DFEH and how to comply with the laws we enforce. The Education and Outreach Program also encompasses ongoing education and outreach functions, including ensuring that all website content and education and outreach materials remain accessible and up-to-date.

**ESSENTIAL FUNCTIONS**

50% Following the Strategic Outreach Plan, oversee the implementation of all of the Department's education and outreach projects and activities, including projects carried out within the Executive Programs Division and other divisions within DFEH. Engage directly in carrying out outreach and education projects, including developing partnerships with other organizations around the state to identify and implement joint projects that meet mutual goals.

Establish and track performance measures for the Education and Outreach Program and gather feedback from stakeholders regarding the impact of the department's education and outreach efforts. Report on the activities and impact of the Education and Outreach Program both internally and to the Business, Consumer Services and Housing Agency, the Governor's Office, the Legislature, and other external stakeholders.

20% Develop a Strategic Outreach Plan for DFEH based on factors such as: stakeholder input; analysis of complaints received by DFEH in terms of the volume and types of complaints, industries/populations most affected; best practices, and potential for impact. Plan must identify specific projects and activities to meet strategic objectives, including the potential for partnerships with other organizations to pursue mutual goals and must be revised, as needed, based on most current information and changing circumstances.

10% Develop and implement departmental policies related to education and outreach in accordance with all applicable laws and statewide policies as well as the Department's strategic objectives and best practices within the field of education and outreach.

10% Manage staff within the Education and Outreach Program, including providing ongoing coaching, performance feedback, and timely and accurate Performance Evaluation Summary Rating evaluations

as well as identifying training and resource needs and engaging in career development planning with employees.

10% Develop budget plans to support the Education and Outreach Program and ensure the cost effective use of resources and staff in carrying out the Program. Develop contract proposals, as needed, review and approve procurement/contract documents and oversee negotiation and administration of vendor and consultant contracts and service agreements. Prepare Budget Change Proposals as needed.

**Supervision Received:**

The Assistant Deputy Director for Education and Outreach receives general supervision from the Deputy Director of the Executive Programs Division.

**Supervision Exercised:**

The Assistant Deputy Director for Education and Outreach oversees all staff within the Education and Outreach Program, including a Staff Services Manager I, Specialist and AGPAs.

**Personal Contacts**

The Assistant Deputy Director for Education and Outreach presents information and interacts with a broad range of external stakeholders, including the Business, Consumer Services and Housing Agency, the Governor’s Office, members of the Legislature, other California State departments and agencies, federal partner organizations, civil rights agencies from other states, groups representing employers, housing providers and others, and community organizations.

**Work Environment, Physical, or Mental Abilities:**

The demands described here are representative of those that must be met by the incumbent to successfully perform the essential functions of the job with or without a reasonable accommodation. The following abilities are required:

- Effectively handle stress, and work in a fast-paced environment.
- Daily use of a telephone and computer for up to 6.5 to 7 hours per day.
- Prolonged sitting and/or standing at a desk for 6.5 to 7 hours per day.
- Punctual and regular attendance.
- Travel and driving to meet with stakeholders around the state and visit other DFEH offices.

**Actions and Consequences**

Failure to properly perform these duties could result in the inefficient and ineffective operation of the Education and Outreach Program and create liability or negative consequences for the Department.

**Certification of Employee**

I have read and understand the duties described above for the Assistant Deputy Director of Education and Outreach. I meet all job requirements as described above and am capable of performing the essential functions with or without a reasonable accommodation.

\_\_\_\_\_  
Employee’s Signature

\_\_\_\_\_  
Date

\_\_\_\_\_  
Supervisor’s Signature

\_\_\_\_\_  
Date