BOARD OF EQUALIZATION
CAREER EXECUTIVE ASSIGNMENT
EXAMINATION ANNOUNCEMENT

California State Government supports equal opportunity to all regardless of race, color, creed, national origin, ancestry, sex, marital status, disability, religious or political affiliation, age, sexual orientation, medical condition or pregnancy. It is an objective of the State of California to achieve a drug-free 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 servants.

DEPARTMENT:	BOARD OF EQUALIZATION	**RELEASE DATE:**	Friday, April 27, 2007
POSITION TITLE:	Deputy Director, External Affairs Department	**FINAL FILING DATE:**	Friday, May 11, 2007
CEA LEVEL:	CEA 3	**EXTENDED FINAL FILING DATE:**	Friday, May 25, 2007
SALARY RANGE:	$ 8,311.00 - $ 9,164.00 / Month	**BULLETIN ID:**	04272007_13

POSITION DESCRIPTION

Under the general direction of the Executive Director and as a member of the Executive Management Team, the Deputy Director of the External Affairs Department manages and directs the Board of Equalization's Customer Service and Publishing Division, Communications Office, Outreach Services Section, and the Media and Web Services Section. The Deputy Director is responsible for developing a comprehensive plan for, among other things but not limited to, the communication of media inquires and taxpayer service issues, and formulating policies and practices to implement the plan. The Deputy Director consults with and advises the Executive Director, Board Members and other Executive Management Team members on all Board of Equalization tax program and business related issues, which may be of interest to the media. The Deputy Director is also responsible for responding to highly sensitive media inquiries/correspondence; identifying major program and policy changes for possible media interest; acting as the Executive Director's spokesperson to the media; and establishing Board of Equalization communication release program objectives. The Deputy Director is also responsible for developing an integrated, agency-wide planning approach to strategic issues that have a potential to significantly impact the agency's ability to fulfill the mission and attain its goals.

MINIMUM QUALIFICATIONS

Applicants must meet the following minimum qualifications:

Either I

Must be a State civil service employee with permanent civil service status.

Or II

Must be a current or former employee of the Legislature for two or more consecutive years as defined in Government Code Section 18990.

Or III

Must be a non-elected exempt employee of the Executive Branch for two or more consecutive years

(excluding those positions for which salaries are set by statute) as defined in Government Code Section 18992.

KNOWLEDGE AND ABILITIES

Applicants must demonstrate the ability to perform high administrative and policy – influencing functions effectively. Such overall ability requires possession of most 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 the following kinds of 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):

CEA Level 1. Supervisory/administrative experience in a line or staff activity, including the execution and/or evaluation of program policies.

CEA Levels 2 and 3. Broad administrative or program manager experience with substantial participation in the formulation, operation, and/or evaluation of program policies.

CEA Levels 4 and 5. Extensive managerial and program administrative experience which has included substantial responsibility for a combination of management functions such as program planning; policy formulation; organization coordination and control; and fiscal and personnel management. Where high technical professional qualifications are of primary importance in performing the duties of a given CEA position, then the above required experience may have been in a staff capacity exercising professional skills to influence and contribute to program, policy, and methods of providing those professional services. Primary examples are medical doctors and attorneys.

DESIRABLE QUALIFICATION(S)

1. Knowledge of e-government opportunities relative to tax programs.

2. Knowledge of the principles and techniques of establishing and maintaining good public relations.

3. Ability to stimulate interest in an agency's program and secure the cooperation of diverse groups in conducting that program.

4. Knowledge of the methods used to determine needs for public information and education.

5. Knowledge of media production, communication and alternative ways to inform via written, oral, and visual media.

6. Ability to organize and direct a statewide program of public information and education.

7. Understanding of the organizational structure and various functions of the Board of Equalization.

8. Ability to develop agency-wide objectives and policies.

9. Ability to communicate with others as demonstrated by strong written and verbal communications skills; strong negotiating skills; and particularly the ability to represent the Board of Equalization effectively both internally and with the public.

10. Ability to recognize and understand the political environment and the consequences of actions. Understanding of the roles and responsibilities of the constitutionally elected Board Members.

11. Demonstrated strong management and administrative leadership skills, including the ability to facilitate the establishment of priorities, provide direction, build an effective team, and be a productive member of the agency-wide management team.

12. Knowledge of the techniques of preparing, producing, and dissemination of information, utilizing all major media communication.

13. Experience disseminating various program data and articulating information to a variety of government and private institutions.

14. Knowledge of and the ability to apply principles and techniques of effective business communication – skills that entail oral and written expression, persuasion, active listening and comprehension, political awareness, social perceptiveness; reading comprehension, and judgment and decision making.

15. Familiarity with taxation, tax laws, rules, and regulations administered by the Board of Equalization, including related legal opinions and court decisions.

16. A willingness to work in a high-rise building.

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 notification of their examination results. The result of this examination will be used only to fill the position of **Deputy Director, External Affairs Department**, with the **BOARD OF EQUALIZATION**. Applications will be retained for twelve months.

The Results of this examination will be used only to fill this position and may be used to fill

subsequent vacancies for this position for a period of up to twelve months.

The examination process may consist of two phases. Phase One - an application and statement of qualification rating. Phase Two - a Qualification Appraisal Interview. The applications will be screened on the basis of the preceding minimum and desirable qualifications. Based on the competitive group, the most qualified candidates may be scheduled for a hiring interview. The Board of Equalization Members and the Executive Director will make the final selection.

FILING INSTRUCTIONS

All application materials must be received by the Examination and Recruitment Section by the final filing date and time. Faxes will be accepted [(916) 323-3535], however, the originals must be received prior to the start of the examination. Applications personally delivered, faxed, received via interoffice mail, received via U.S. Postal Service, or any other delivery service after 4:00 P.M. on the final filing date, will not be accepted. Submit to: Examination and Recruitment Section, State Board of Equalization, 450 N Street, MIC: 17, Sacramento, California 95814, Attention: Terri Deane.

Interested applicants must submit:

- A completed Standard State Application (Form 678).
- A "Statement of Qualifications". The Statement is a narrative discussion of how the candidate's education, training, experience, and skills meet the minimum and/or 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 and should be typed and no more than two pages in length.
- Resumes do not take the place of the Statement of Qualifications.

Applications must be submitted by the final filing date to:

BOARD OF EQUALIZATION, Examination and Recruitment Section
450 N Street, MIC:17, Sacramento, CA 95814
Terri Deane | (916) 323-9562 | TDeane@boe.ca.gov

SPECIAL TESTING

If you have a disability and need special testing arrangements, mark the appropriate box in Part 2 of the "Examination Application." You will be contacted to make specific arrangements.

GENERAL INFORMATION

If you meet the requirements stated in this bulletin, you may take this examination, which is competitive. Possession of the entrance requirements does not assure a place on the eligible list. Your performance in the examination described on this bulletin will be compared with the performance of others who take this test, and all candidates who pass will be ranked according to their scores.

The BOARD OF EQUALIZATION reserves the right to revise the examination plan to better meet the needs of the service if the circumstances under which this examination was planned change. Such revision will be in accordance with civil service law and rules and all competitors will be notified.

General Qualifications: Candidates must possess essential personal qualifications including integrity, initiative, dependability, good judgement, and ability to work cooperatively with others;

and a state of health consistent with the ability to perform the assigned duties of the class.

Class specs: http://www.dpa.ca.gov/textdocs/specs/s7/s7500.txt