

JOB DESCRIPTION

HBEX 216 (08/16)

FISCAL YEAR	RPA #
2016/2017	220-765

Instructions: Complete each section of the form. If the item is not applicable to the position, enter N/A.

1. CLASSIFICATION Associate Governmental Program Analyst		2. POSITION NUMBER 801-220-5393-739		3. WORKING TITLE Los Angeles Regional Representative	
4. APPOINTEE Vacant		5. DIVISION/BRANCH/UNIT Outreach and Sales/Field Team		6. GEOGRAPHIC LOCATION Los Angeles	
7. APPOINTMENT TENURE <input checked="" type="checkbox"/> Permanent <input type="checkbox"/> TAU <input type="checkbox"/> Limited-Term (Exp. Date ____) <input type="checkbox"/> CEA			8. APPOINTMENT TIME BASE <input checked="" type="checkbox"/> Full-time <input type="checkbox"/> Part-time (Fraction: ____) <input type="checkbox"/> Intermittent <input type="checkbox"/> Retired Annuitant <input type="checkbox"/> Exempt		
9. COLLECTIVE BARGAINING IDENTIFIER (CBID) Include appropriate letter(M, S, C, R) and unit number: R01			10. PROBATIONARY PERIOD <input checked="" type="checkbox"/> 6 months <input type="checkbox"/> 12 months		
11. CONFLICT OF INTEREST FILER <input checked="" type="checkbox"/> No <input type="checkbox"/> Yes: Category: ____		12. BILINGUAL POSITION <input checked="" type="checkbox"/> No <input type="checkbox"/> Yes: (Approval Date: ____) 		13. SUBJECT TO BACKGROUND INVESTIGATION <input type="checkbox"/> No <input checked="" type="checkbox"/> Yes	
14. SUPERVISOR'S NAME			15. SUPERVISOR'S CLASSIFICATION Staff Services Manager I		

FOR PERSONNEL USE ONLY:	APPROVED BY (CLASSIFICATION & PAY ANALYST NAME)	APPROVAL DATE	EFFECTIVE DATE
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VISION, MISSION, AND VALUES STATEMENT

The vision of the California Health Benefit Exchange (also known as Covered California) is to improve the health of all Californians by assuring their access to affordable, high quality care. Covered California allows individuals and small businesses to compare plans and buy health insurance in the private market. Covered California provides purchasers with a more stable risk pool, greater purchasing power, more competition among insurers and detailed information regarding the price, quality and service of health coverage. It also streamlines access for individuals to programs that provide subsidies for health coverage. Covered California has dramatically increased the number of insured Californians, and is working to improve health care quality, lower costs, and reduce health disparities through operating an innovative, competitive marketplace that empowers consumers to choose the health plan and providers that give them the best value.

Covered California recognizes that its employees are its most important asset. Our employees are the vital link that ensures that Covered California's vision, mission and values are fully realized. To this end, Covered California strives to ensure its workforce is drawn from the broadest segments of society and reflects the diversity of California so that we are poised to meet the present and future health care needs of the entire state's population.

All employees are expected to work cooperatively with others, maintaining regular, consistent, predictable attendance, possess integrity, initiative, dependability and good judgment.

16. POSITION SUMMARY

Briefly (1-3 sentences) describe the main purpose and function of the position, reporting relationships and the organizational setting:

Under the direction of the Staff Services Manager I (SSM I), the Associate Governmental Program Analyst (AGPA) is primarily responsible for generating field-based activity to drive increased enrollment for California Health Benefit Exchange also known as Covered California (Exchange/CC). Included are duties related to developing local relationships with community partners, supporting agents, planning and managing local enrollment events, and getting storefronts established. Duties may include access to information systems containing protected enrollee information, including federal tax information, protected health information, and personally identifying information.

EMPLOYEE'S STATEMENT: I acknowledge receipt of this job description and understand the requirements and duties of the position. I have discussed the job description with my supervisor. I can perform these duties with or without reasonable accommodation. (If you believe reasonable accommodation is necessary, discuss your concerns with the hiring supervisor.)

The statements contained in this job description reflect general details as necessary to describe the principal functions of this job. It should not be considered an all-inclusive listing of work requirements. Individuals may perform other duties as assigned, including work in other functional areas to cover absence or relief, to equalize peak work periods, or to otherwise balance the workload.

EMPLOYEE'S NAME (Print) Vacant	EMPLOYEE'S SIGNATURE >	DATE
SUPERVISOR'S STATEMENT: I certify that the above accurately represents the duties of the position. I have discussed the duties of the position with the employee and have provided a copy of this job description to the employee named above.		
SUPERVISOR'S NAME (Print)	SUPERVISOR'S SIGNATURE >	DATE

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17. DESCRIPTION OF DUTIES

Percentage of Time (E) or (M)	Indicate the duties of the position and the percentage of time spent on each. Group related tasks under the same percentage. Percentages should be increments between 5% to 35%, with the highest percentage first. Identify essential functions with (E) and marginal functions with an (M) in the percentage column. "Other duties as required" cannot be used as a task statement.
35% (E)	Travels and works remotely from the California Health Benefits Exchange, also known as Covered California (Exchange/CC) Los Angeles Office or out in the field in the region assigned to generate field-based activity to drive increased enrollment by designing, coordinating, and hosting local Exchange/CC information and enrollment events and campaigns. Brainstorms with agents and community partners and then develops creative segment-specific events to increase awareness and discuss topics of interest for each segment. Encourages the re-enrollment of current members.
35% (E)	Travels and works from the Exchange/CC Los Angeles Office or out in the field in the region assigned to build community partnerships through extensive phone outreach, in-person meetings with community partners and agents, attending local events, cold calling, participating in speaking engagements, and partnering with community centers, religious leaders/venues, schools, libraries, etc. to host or co-host events. Builds communication and feedback channels to ensure questions are being asked/answered for each segment. Support agents by hanging event signage, setting up event space, and providing hard-copy collateral for attendees. In addition to phone outreach, the incumbent will be required to travel throughout the Los Angeles Counties to establish, build and foster community partnerships.
15% (E)	Creates and updates stakeholder/contact database to sustain community partnerships and relationships. Maintains ongoing outreach, including maintenance of call logs, program newsletter, community website and social media updates. Maintains a master calendar of events, tracks event/program successes and lessons learned, and shares with peers and leadership. Leverages to prepare for the next annual open enrollment.
15% (M)	Travels and works remotely from the Exchange/CC Los Angeles Office or at Exchange/CC headquarter with team members, provides briefings to management as needed, attends program staff meetings to share and discuss event successes and issues, and provides expertise as needed. Participates in the department's strategic planning efforts to develop a long term plan to carry out its goals and objectives. Provides organizational assistance and support to the Regional Manager when attending local events. Briefs Regional Manager on local interests and provides talking points to meet segment-specific needs.

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18. SCOPE AND IMPACT

a. Responsibility for Decisions and Consequence of Error – *Describe the level of independence exercised and the consequence of actions taken by this position.*

As a mid-level team member the AGPA manages his/her day with input and coaching from leadership. The AGPA is responsible for generating field-based activity to drive increased enrollment. Increased and retained enrollment is vital to the survival of Covered California and its mission.

b. Administrative Responsibility – *Describe the position's management responsibilities, including the size of the operating budget.*

This position does not have administrative responsibilities.

c. Supervision Exercised – *List the classifications supervised by the position, both directly and indirectly.*

This position does not supervise, but may act as lead.

d. Personal Contacts – *List the internal and external contacts with whom the position regularly interacts.*

Internal:

Business Development team members and leadership and Covered California Division Staff.

External:

Certified Insurance Agents, community organizers, consultants, Community Partners, Department of Managed Health Care, Department of Health Care Services and other local and city departments.

19. PHYSICAL AND ENVIRONMENTAL DEMANDS

Describe the position's physical exertion requirements and environmental demands.

WORK ENVIRONMENT

Work in a climate-controlled, open office environment, under artificial lighting; exposure to computer screens and other basic office equipment; open office environment; work in a high-pressure fast-paced environment, under time critical deadlines; work long hours; must be flexible to work days/nights, weekends and select holidays as needed; during peak periods, may be required to work overtime; appropriate dress for the office environment.

ESSENTIAL PHYSICAL CHARACTERISTICS

The physical characteristics described here represent those that must be met by an employee to successfully perform the essential functions of this classification. Reasonable accommodations may be made to enable an individual with a qualified disability to perform the essential functions of the job, on a case-by-case basis. Ability to attend work as scheduled and on a regular basis and be available to work outside the normal workday when required. Continuous: Upward and downward flexion of the neck. Frequent: sitting for long periods of time (up to 70%); repetitive use of hands, forearms, and fingers to operate computers, mouse, and dual computer monitors, printers, and copiers (up to 70%); long periods of time at desk using a keyboard, manual dexterity and sustained periods of mental activity are need; using headsets to talk with internal and external customers for extended periods (up to 60%); Frequent: walking, standing, bending and twisting of neck, bending and twisting of waist, squatting, simple grasping, reaching above and below shoulder level, and lifting and carrying of files, and binders.

Note: Some of the above requirements may be accommodated for otherwise qualified individuals requiring and requesting such accommodations.

20. WORKING CONDITIONS AND REQUIREMENTS

Specify the working conditions applicable to this position.

High Rise Office Building: No Yes

Work Schedule/Hours:

Core business hours are Monday - Friday, 8:00am - 5:00pm. The incumbent will be required to work at least 40 hours a week.

Travel Requirements:

Travel will be required up to 80% of the time.

Other: