

Position Title: Assistant General Manager, Marketing Division

Department: CALIFORNIA PRISON INDUSTRY AUTHORITY

Final Filing Date: Tuesday, May 13, 2008

Bulletin ID: 02282008_3

The Above-Named Examination Bulletin is Amended as Follows:

This position is subject to control agency approval.



CALIFORNIA PRISON INDUSTRY AUTHORITY 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:	CALIFORNIA PRISON INDUSTRY AUTHORITY	RELEASE DATE:	Friday, February 29, 2008
POSITION TITLE:	Assistant General Manager, Marketing Division	FINAL FILING DATE:	Thursday, March 20, 2008
CEA LEVEL:	CEA 2	EXTENDED FINAL FILING DATE:	Tuesday, May 13, 2008
SALARY RANGE:	\$ 7,815.00 - \$ 8,616.00 / Month	BULLETIN ID:	02282008_3

POSITION DESCRIPTION

Under the direction of the General Manager, the Assistant General Manager, Marketing Division is responsible for the full range of marketing strategies, has managerial responsibility and establishes policies for the following functions: government sales, export sales, market research, new enterprise development, product pricing, promotions, sales order entry, customer complaints, product management, market forecasting, comparable product/pricing analysis, bid recap, and customer outreach efforts.

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. Demonstrated managerial experience in developing marketing strategies and activities such as product and service marketing, market forecasting, and new product development.
2. Demonstrated managerial experience in reviewing internal processes, identifying deficiencies, and recommending/implementing improvements.

3. Demonstrated leadership experience in developing and maintaining a strategic plan.

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 **Assistant General Manager, Marketing Division**, with the **CALIFORNIA PRISON INDUSTRY AUTHORITY**. Applications will be retained for twelve months.

The results of this examination will be used only to fill this position.

The examination may consist of a preliminary review of each candidate's application and Statement of Qualifications by a screening committee. The minimum and desirable qualifications listed on the bulletin will be used as the evaluation criteria to screen applications. Therefore, it is important that each applicant provides specific information on how his/her experience, knowledge, and abilities are applicable to the evaluation criteria. Candidates with the most desirable qualifications will have their applications submitted to a screening committee for further consideration and may or may not be scheduled for an interview. Interviews may not be conducted if the General Manager finds them unnecessary to make a selection.

FILING INSTRUCTIONS

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 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:

CALIFORNIA PRISON INDUSTRY AUTHORITY, Human Resources- Examination Unit
560 East Natoma Street, Folsom, CA 95630
Judy Troja | (916) 358-1786 | jtroja@pia.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 CALIFORNIA PRISON INDUSTRY AUTHORITY 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 judgment, and ability to work cooperatively with others.

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