



## 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.

<b>DEPARTMENT:</b>	CALIFORNIA PRISON INDUSTRY AUTHORITY	<b>RELEASE DATE:</b>	Friday, February 10, 2012
<b>POSITION TITLE:</b>	CEA 2 - ASSISTANT GENERAL MANAGER, MARKETING DIVISION	<b>FINAL FILING DATE:</b>	Monday, February 27, 2012
<b>CEA LEVEL:</b>	CEA 2	<b>EXTENDED FINAL FILING DATE:</b>	
<b>SALARY RANGE:</b>	\$ 7,815.00 - \$ 8,616.00 / Month	<b>BULLETIN ID:</b>	02092012_6

### 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 who previously had permanent status in the State civil service.

#### Or II

Must be a current or former employee of the Legislature, with two or more consecutive years as defined in Government code § 18990.

#### Or III

Must be a current or former non-elected exempt employee of the Executive Branch with two or more consecutive years (excluding those positions for which salaries are set by statute) as defined in Government Code § 18992.

#### Or IV

Must be a person retired from the United States military, honorably discharged from active military duty with a service-connected disability, or honorably discharged from active duty as defined in Government Code § 18991.

## **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)**

The Statement of Qualifications must specifically address each Desirable Qualification listed below.

Please number each response in the same order as listed and provide specific examples.

1. Administrative experience representing the Department, both orally and in writing, on marketing strategies and activities – with an emphasis in sales, customer service, product development, pricing and marketing.
2. Demonstrated managerial experience creating, establishing and maintaining organizational processes and procedures.
3. Demonstrated experience in facilitating solutions to complex organizational problems and working in collaborative partnership with all levels of staff and management to recommend and implement improvements.
4. Broad and strategic management experience motivating staff placing a high value on customer relations, customer service and customer satisfaction.
5. Demonstrated leadership experience in developing and maintaining a strategic business 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 **CEA 2 - 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.*

This examination will consist of an application and Statement of Qualifications (SOQ) screening committee. The screening committee will compare each applicant's qualifications for the position against specific job-related evaluation criteria developed from the minimum qualifications and desirable qualifications. Interviews may be conducted with the most qualified applicants if the General Manager finds them necessary 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 2 PAGES IN LENGTH**.
- Resumes do not take the place of the Statement of Qualifications.
- The Statement of Qualifications should not be less than size 12 font.
- Applicants who fail to submit a Statement of Qualifications and/or fail to respond to each Desirable Qualification will be eliminated from the examination.

**Applications must be submitted by the final filing date to:**

CALIFORNIA PRISON INDUSTRY AUTHORITY, Examination Unit  
560 East Natoma Street, Folsom, CA 95630  
Cindy Brooks | (916) 358-2696 | cbrooks@pia.ca.gov

### **ADDITIONAL INFORMATION**

If you are personally delivering your application package, you must do so between the hours of 8:00 a.m. and 5:00 p.m., Monday through Friday, on or before the final filing date. Application packages postmarked, personally delivered, or received via interoffice mail after the final filing date will not be accepted for any reason. If you have any questions in regards to this CEA Exam Bulletin please call (916) 358-2696.

Any candidate applying as a Veteran under Government Code Section 18991 must submit a copy of their DD214 with their application package.

### **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>