

CalSAWS Job Description

CUSTOMER ENGAGEMENT MANAGER

Salary Determined by Employer

RGS Salary Range:

\$9,684.12- \$15,375.00 Monthly

JOB DESCRIPTION

The Customer Engagement Manager manages multiple units within the Regional Managers section and partners with the 58 California counties and regional stakeholders to strengthen county engagement and support. This role serves as the bridge between county-facing Regional Managers and internal product strategy and delivery teams by coordinating county engagement activities, ensuring consistent capture of voice-of-county insights, and routing structured inputs to the appropriate owners.

In partnership with Product Strategy and Policy Design, Release Management and Delivery Governance, and executive leadership, the Customer Engagement Manager ensures county insights, operational impacts, and change readiness signals are documented in a consistent, usable format and incorporated into product discussions and delivery planning. The Customer Engagement Manager does not own product prioritization, roadmap decisions, delivery commitments, release go/no-go authority, or county validation (UAT) coordination.

The Customer Engagement Manager develops and sustains cross-functional relationships and collaborates with project, regional, and county leadership. This role supports Regional Managers in identifying, documenting, and communicating county issues, opportunities, and adoption risks related to the counties' attainment of strategic priorities established by the Consortium. The role also monitors county satisfaction with Consortium staff, processes, and technology and supports county awareness and adoption of consortium system functions and products (for example, reports) by identifying barriers and recommending practical improvements.

This position coordinates complex and sensitive county engagement and insight-gathering activities that may require consolidating information from multiple sources and reconciling differing perspectives. The Customer Engagement Manager uses light-weight analytical approaches (for example, trend tracking, thematic synthesis, and basic survey or feedback summaries) to identify patterns, recurring issues, and adoption risks and to provide decision-support insights to leadership. Assignments require discretion in handling confidential or sensitive information, and professionalism and tact when engaging county leaders and partner organizations on sensitive topics. Recommendations inform leadership decision-making, stakeholder engagement planning, and continuous improvement.

RESPONSIBILITIES

- Supervising and developing Regional Managers, including performance management, coaching, and succession planning.

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- Activate and coordinate Regional Managers to execute recurring county engagement activities aligned to CalSAWS priorities and planned work.
- Maintain a structured voice-of-county insights log (themes, impacted business process, examples, operational impact) and provide a monthly summary to the PSPD Director.
- Coordinate targeted county listening sessions when PSPD or delivery leaders need specific input; ensure outcomes and action items are documented and routed.
- Support BCR readiness for CalSAWS core by gathering county context and operational impact inputs; PSPD owns the BCR artifacts and prioritization decisions.
- Provide county readiness and operational impact input for upcoming changes; escalate adoption risks and recurring themes to the appropriate delivery and communications owners.
- Establish consistent methods to capture and summarize county input, using light-weight analysis (for example, thematic synthesis, trend tracking, and basic feedback summaries) to support decision-making and engagement planning.
- Oversee and/or contribute to county-facing work products and deliverables, including:
 - Regional Status Reports
 - System Change Request and Business Case Review feedback (county voice and operational impact input)
 - Change Control Board input (county impacts, readiness signals, and risks)
 - Release package input (county operational impacts, adoption risks, and readiness considerations)
 - Release go/no-go input (county readiness and operational impacts), as requested by Release Management and Delivery Governance
 - Deliverable review comments (county perspective and operational considerations)
 - CalSAWS information transmittals and requests for information support (county coordination and follow-through)
- Planning, organizing, managing, integrating, and evaluating the work of the Customer Engagement function, including meeting cadence, materials, presenters, and action item tracking.
- Developing, implementing, and tracking Customer Engagement goals and performance measures aligned to Consortium priorities.
- Supporting Regional Managers and counties in attainment of strategic priorities established by the Board of Directors by ensuring consistent engagement, issue capture, and follow-through.
- Providing coaching and guidance to Regional Managers with opportunities for improving customer service and the county engagement experience.
- Building and maintaining relationships with county and project leadership to strengthen information flow and ensure county operational realities are understood and represented.
- Resolving and coordinating county escalations by ensuring issues are documented, routed to the accountable owner, monitored through resolution, and closed looped with the county.
- Fostering two-way communication among counties, vendors, and internal teams by ensuring county concerns and constraints are captured accurately and delivered to the appropriate owners.

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- Monitoring county satisfaction signals related to Consortium products, product usage, and communications effectiveness, recommending practical improvements to engagement approaches and messaging.
- Ensuring appropriate county representatives and regional stakeholders participate in planned engagement activities and that participation and outcomes are documented.
- Actively participating in and/or facilitating county and regional meetings and assisting in identifying the changing needs of the counties; conducting regional visits to validate operational impacts, adoption barriers, and customer experience outcomes; documenting findings and routing follow-up actions.
- Supporting and monitoring County Learning Exchange sessions, including participation tracking, issue identification, and trend reporting to leadership.
- Supporting development and distribution of Consortium communication products (for example, CalSAWS Buzz and CalSAWS Connect) by ensuring county-facing messaging is timely, accurate, and coordinated.
- Coordinating responses to county concerns, questions, and requests by tracking status, clarifying ownership, and ensuring timely follow-through.
- Coordinating with SI vendor project management to support coordination and escalation, ensuring county impacts and constraints are captured and routed to the accountable owners.
- Functional Interfaces (Dotted-Line Partnerships): PSPD Director (roadmap cycle and structured voice-of-county insights); RMDG Director (county readiness, operational impacts, and adoption risks); PIO (county-facing messaging and engagement logistics). Each partner retains decision authority in their lane; this role ensures county engagement inputs are captured, coordinated, and routed.

DESIRABLE SKILLS AND CAPABILITIES

Candidates in this position should have applicable experience, skills, and capabilities to perform the following functions and activities:

- Working knowledge of public assistance programs and state policy as it relates to SAWS;
- Demonstrated experience collaborating with product strategy, business analysis, or governance teams;
- Strong analytical capability in evaluating operational impact, compliance requirements, and cross-county adoption risk;
- Experience supporting roadmap planning, portfolio sequencing, or intake governance processes;
- Strong facilitation skills with the ability to synthesize competing stakeholder perspectives;
- Executive-level communication skills with structured, decision-ready reporting;
- Ability to quickly learn and operate across multiple technical environments, collaboration platforms, testing systems, and enterprise tools with confidence and accuracy;
- High level of technical adaptability and comfort navigating new software applications, reporting tools, and documentation systems;
- Demonstrated emotional intelligence including empathy, conflict management, stakeholder awareness, and ability to build trust across diverse groups;

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- Strong facilitation and communication skills across executive, operational, and technical audiences;
- Strong analytical and problem-solving skills;
- Strong organizational, management and leadership abilities; and
- Demonstrated ability to lead a team through various project stages.

QUALIFICATIONS AND REQUIREMENTS

MINIMUM REQUIREMENTS

TRAINING AND EXPERIENCE:

Two years of bona-fide supervisory experience over a unit of analysts performing assignments within one or more of the following administrative fields: human resources, budget, finance, contracts or other closely related administrative field - AND - two additional years of experience at the level of a journey analyst or higher within one or more of these administrative fields.

-OR-

Two years of any bona-fide supervisory experience - AND - four years of experience at the level of a journey analyst or higher within one or more of the following administrative fields: human resources, budget, finance, contracts or other closely related administrative field.

-OR-

Two years of experience at the level of a senior analyst or higher functioning in a consultative role similar to Department of Auditor-Controller, Chief Executive Office, Department of Human Resources, or Contracts Division, interpreting and applying County policies, rules, and regulations and providing direction, guidance, and advice to management and administrative staff in County line departments - AND - four years of experience at the level of a journey analyst or higher within one or more of the following administrative fields: human resources, budget, finance, contracts, or other closely-related administrative field.

IDENTIFICATION:

A valid California Class C Driver License or the ability to utilize an alternative method of transportation when needed to carry out job-related essential functions.

PHYSICAL CLASS:

2 - Light.

OTHER REQUIREMENTS:

N/A

SPECIALTY REQUIREMENTS

N/A