



## **Unit/Program Description:**

OHA is home to most of the state's publicly supported health programs. OHA divisions include Public Health, Equity and Inclusion, Health Systems Division, Health Policy and Analytics, Fiscal and Operations, and the Oregon State Hospital. The Behavioral Health Division hosts the System of Care Advisory Council to advance our shared priority of a high-functioning, easily accessible children's system.

The System of Care Advisory Council (SOCAC) came into existence in 2020 via Senate Bill 1. The Council's mission is to drive and organize systems change that centers youth and family lived experience, advances community care, and eliminates barriers across systems through collaboration, accountability, equity, and advocacy. The vision statement for SOCAC is "An Oregon where all children, youth, and families – across all backgrounds – are safe, well, thriving in their homes and communities, and supported by responsive and affirming systems designed with and for them.

The council is tasked with improving the effectiveness and efficacy of child serving state agencies and the continuum of care that provide services to youth, ages infancy – 25, and their families by providing a centralized and impartial forum for statewide policy development, funding strategy recommendations and planning. The scope of work includes developing and maintaining a state System of Care (SOC) policy, long-range plan, and recommendations; oversight of SOC services from the 2019 legislative session; recommendations for all child serving agencies; awarding grants and monitoring a data dashboard.

**b. Describe the primary purpose of this position, and how it functions within this program. Complete this statement. The primary purpose of this position is to:**

This position works as a member of the SOCAC team and collaborates with External Relations staff from OHA, ODHS, ODE, and OYA as well as communication contractors. This position is responsible for leading all SOCAC communications work and will work closely with SOCAC governor appointed members, staff, and volunteers, as well as partner staff from named agencies and community providers to ensure coordinated communication about SOCAC actions, priorities, outcomes, and strategic goals. This position will also ensure that SOCAC communications are in compliance with all the federal and state requirements for public meetings, external and internal communications and ensuring clear communications about SOCAC partner opportunities, challenges, and services. This position will serve as the point person for media or legislative information requests regarding SOCAC.

In addition, this position will:

- Work with SOCAC members and staff team to participate in and maintain communication requirements from the Governor's office, federal partners, Tribes, and statewide collaborators from a variety of sectors, including those with lived and living experience.
- Track the communication needs of the SOCAC and track needed updates to existing SOCAC communications strategies or materials.
- Maintain, update and execute an ongoing SOCAC communication plan.
- Design and develop new program materials and update existing program materials as needed, including but not limited to SOCAC member guidance documents, local SOC guidance documents, SOCAC communications to the legislature and Executive Branch partners, FAQs, member fact sheets, partner toolkits, videos and program webpages.

- Work closely with intersecting programs and workstreams to identify needs and facilitate development of materials to ensure alignment with SOCAC’s 2025-2029 Strategic Plan.
- Lead ongoing strategy for education of SOCAC members and volunteers about SOCAC activities and how to participate in them.
- Develop materials and lead strategies for continued education of child and youth mental health, substance use treatment, disability support, and education support providers and partners regarding SOCAC and related priorities (SOC webinars, partner presentations, etc.)

**SECTION 3. DESCRIPTION OF DUTIES**

List the major duties of the position. State the percentage of time for each duty. Mark “N” for new duties, “R” for revised duties or “NC” for no change in duties. Indicate whether the duty is an “Essential” (E) or “Non-Essential” (NE) function.

*Note: If additional rows of the below table are needed, place cursor at end of a row (outside table) and hit “Enter”.*

% of Time	N/R/NC	E/NE	DUTIES
At all times	N	E	<p align="center"><b>Align Conduct with SOCAC’s Values and 2026-2029 Strategic Plan</b></p> <ul style="list-style-type: none"> <li>• Center children, youth and families</li> <li>• Increase awareness of children and youth with complex health and mental health conditions and reduce stigma related to seeking and receiving services and supports</li> <li>• Promote sustainable changes within the various systems that serve and support children, youth, and their families with complex needs</li> <li>• Prioritize community-based care</li> <li>• Advance equity by improving accessibility, affordability, and quality</li> <li>• Improve access to coordinated, integrated, and community-based systems of care</li> <li>• Promote the co-creation of equitable policy and systems by providers and the youth and families they serve</li> <li>• Create sustainable infrastructure that increases the System of Care’s capacity and credibility</li> <li>• Transform the systems that serve children, youth and families in partnership with the children, youth, and families who have been most impacted by publicly funded services and supports</li> </ul>
75%	N	E	<p><b>Strategic Communication Planning and Administration</b></p> <ul style="list-style-type: none"> <li>• Plan and lead a comprehensive and integrated communications strategy for SOCAC. Track the communications needs of the program and develop and</li> </ul>

			<p>maintain a communications plan for SOCAC. Plan and lead long range evaluation and improvement of SOCAC communication strategies, including convening workgroups to inform development of messages and materials or solve communication problems.</p> <ul style="list-style-type: none"> <li>• Establish and maintain communication partnerships with CCOs, OHP provider networks, local SOCs, Federally Recognized Tribes, national partners, non-profits and other community partners and the media.</li> <li>• Develop and update program materials for a wide variety of internal and external audiences. Supervise the writing and production of all SOCAC materials and publications. Edit team members' writing prior to publication. Work closely with Publications &amp; Creative Services and communication contractors to produce educational materials in multiple formats and languages. Draft and prepare information for the SOCAC webpage and work closely with web staff to ensure SOCAC webpage content is kept up to date.</li> <li>• Work closely with intersecting programs and workstreams to identify needs and facilitate development of materials addressing program intersections.</li> <li>• Respond to requests for information from legislators, employees, the media, partner agencies, federal partners and members of the public, coordinating closely with External Relations and Government Relations teams from OHA, ODHS, ODE and OYA.</li> <li>• Track SOCAC program planning and policy development and recommend changes to administrative rules, policies, and guidance documents.</li> <li>• Plan, lead, develop materials for and coordinate outreach and education activities related to SOCAC, including but not limited to provider education, member education, and CCO education.</li> <li>• Manage external contractors to build SOCAC external webpage, using SOCAC's existing communications plan and in partnership with SOCAC's committees and prioritizing the needs of youth and families with lived and living experiences.</li> <li>• Plan and manage budgets for material development and production.</li> </ul>
15%	N	E	<p style="text-align: center;"><b>Consultation</b></p> <ul style="list-style-type: none"> <li>• Advise SOCAC leadership, leadership at ODE, OHA, ODHS, and OYA on the public affairs impact of proposed changes to program administration, policies and operations, including intersections with other programs and workstreams.</li> </ul>

			<ul style="list-style-type: none"> <li>• Help solve impact of negative public opinion by developing messages and recommendations for communication channels, including proactive communications and partnerships with the Governor's office.</li> <li>• Collaborate with partner agency External Relations teams and others across partner agencies to address communication gaps or needs that relate to SOCAC Strategic Plan.</li> </ul>
5%	N	E	<p style="text-align: center;"><b>Legislative Relations</b></p> <ul style="list-style-type: none"> <li>• Work closely with SOCAC Executive Director and co-chairs to compile information and background on proposed legislation, gather SOCAC member feedback on proposed legislation or budget changes, and coordinate feedback to staff, partners and legislators.</li> <li>• Create presentations, documents and policy briefs for the legislature and respond to legislative inquiries regarding SOCAC. Work closely with SOCAC members and volunteers to prepare testimony and other background materials for hearings and other meetings.</li> <li>• Work directly with SOCAC members to prepare testimony on SOCAC legislative priorities ensuring their story is centered, using trauma-informed strategies.</li> <li>• Receive and exchange information between legislators, partner agency managers, SOCAC members and leaders, and others as necessary.</li> </ul>
5%	N	E	<ul style="list-style-type: none"> <li>• Attend meetings, conferences and other events as needed or requested by supervisor. Other duties as assigned.</li> </ul>

## SECTION 4. WORKING CONDITIONS

**Describe any on-going working conditions. Include any physical, sensory, and environmental demands. State the frequency of exposure to these conditions.**

The person in this position will work a professional work week, Monday through Friday. Some evening and/or weekend work may be required, especially during legislative session.

The job requires frequent preparation, presentation, and/or response to technical and professional material against assigned deadlines. Work product can be highly visible, and of significant interest to legislative representatives, multiple partner groups and/or state agencies and associations. Workload and priorities fluctuate and can involve highly complicated, sensitive, and/or political issues. May experience stressful situations due to unchangeable project and program timelines.

This professional collaborative position relies upon positive, productive, and respectful engagement with leadership and subject matter experts within the Division, across the Agency /

state agencies, representatives of local government / governor's office, and with key invested members, partners, and providers within Oregon communities.

Occasional in-state travel may be required. This work may be performed remotely (unless the agency's business and operational needs require in-person) within the defined workweek.

When working remote, the current structure relies upon Division issued equipment, utilizing the employee's internet network and activation of secure network software to connect to OHA's Virtual Private Network, and utilizing on camera virtual meetings.

Frequent contact and work with a variety of staff, colleagues, and partners in a variety of office, virtual and meeting room settings is expected. Open office environment or virtual environment with frequent interruptions while working on multiple projects simultaneously. Continuous use of computer and communication devices/ applications. Multiple communication streams including email, instant message, and cell phone. These are daily conditions.

## SECTION 5. GUIDELINES

**a. List any established guidelines used in this position, such as state or federal laws or regulations, policies, manuals, or desk procedures:**

OHA/Coordinated Care Organization Contracts  
Federal Regulations (including but not limited to Medicare and Medicaid regulations and Health Insurance Portability and Accountability Act)  
Oregon Revised Statutes  
Oregon Administrative Rules  
Intergovernmental Agreements  
Inter- and Intra- Departmental Agreements  
OHA/AMH Financial Assistance Agreements  
State Medicaid Plan  
OHA/OHP Mental Health Organization Agreement  
OHA Direct Contracts  
OHA/HSD Handbook and Confidentiality  
HSD Policies and Procedures  
Quality Assurance Protocols  
Professional practice standards  
Published reports of Best Practice Guidelines and Evidence-Based Practices  
Diagnostic and Statistical manual of Mental Disorders DSM-5  
System of Care Values and Principles of Practice  
Trauma Informed Practices  
SOCAC's Flower Model for Youth Adult Partnership

**b. How are these guidelines used?**

As parameters and reference to perform as an expert and to effectively consult and act as a liaison with leadership and staff in shaping, defining and prioritizing activities and priorities.

As parameters and reference to assure compliance with best practice and applicable laws, rules, policies and regulations and cost allocation. May also serve to guide strategic planning. The work

of SOCAC is governed and administered within the context of these laws, rules and policies.

These guidelines provide basic data for ongoing management and establishing, monitoring, and coordinating program policies and procedures for the assigned programs within the legislatively approved budget.

## SECTION 6. WORK CONTACTS

**With whom, outside of co-workers in this work unit, must the employee in this position regularly come in contact?**

*Note: If additional rows of the below table are needed, place cursor at end of a row (outside table) and hit "Enter".*

Who Contacted	How	Purpose	How Often?
OHA Staff	Phone/Person/Written Correspondence	Information sharing, technical assistance, consultation, planning, implementing, recommending, advising, coordinating	Daily
ODHS Leadership and staff	Phone/Person/Written Correspondence	Information sharing, technical assistance, consultation, planning, implementing, recommending, advising, coordinating	Daily
OYA Leadership and staff	Phone/Person/Written Correspondence	Information sharing, technical assistance, consultation, planning, implementing, recommending, advising, coordinating	Daily
ODE Leadership and staff	Phone/Person/Written Correspondence	Information sharing, technical assistance, consultation, planning, implementing, recommending, advising, coordinating	Daily
CMHPs	Phone/Person/Written Correspondence	Information sharing, technical assistance, consultation, planning, implementing, recommending, advising, coordinating	Weekly/Monthly
Stakeholders	Phone/Person/Written Correspondence	Information sharing, interpreting, planning, coordinating	Weekly
CCOs	Phone/Person/Written Correspondence	Information sharing, technical assistance, consultation, planning, implementing, recommending, advising, coordinating	Weekly
Behavioral Health Providers	Phone/Person/Written Correspondence	Information sharing, technical assistance, consultation, planning, recommending, advising, coordinating, interpreting, recommending, work group participation	Weekly/Monthly

Children’s System of Care Advisory Council Members	Phone/Person/Written Correspondence/Coordination	Information sharing, technical assistance, consultation, planning, overseeing, implementing, recommending, advising, coordinating, interpreting, recommending, work group participation, monitoring, evaluating	Daily
Legislature and Governor’s Office	Phone/Person/Written Correspondence	Information sharing, consultation, planning, advising	Monthly/as requested
The general public	Virtually, telephone, in person, email	Provide program information, listen to identify opportunities to improve services and programs to create a simple, meaningful and responsive system	Daily, weekly

**SECTION 7. POSITION-RELATED DECISION MAKING**

**Describe the typical decisions of this position. Explain the direct effect of these decisions:**

This position regularly contacts representatives from the news media, state leaders of public and private organizations having an interest in or affected by agency policies or programs; legislators; and city, county or regional government officials. Employees contact these people to explain, relate and defend significant or controversial agency actions or decisions affecting the basic principles of the agency’s programs. They also contact them to negotiate or mediate among groups or individuals with divergent viewpoints.

This position regularly contacts executive management and other agency managers to give advice on the impact of decisions involving significant or controversial issues, and how to avoid public misunderstanding of agency programs or policies.

Always determine the impact of programs, policies, operations, budgets, and all other aspects of the program on health equity.

Ensure decisions prioritize the equitable distribution or redistribution of resources and power and recognize, reconcile, and rectify historical and contemporary injustices.

Ensure people with lived experience, particularly youth and families who have used state-funded children’s services or supports and experienced trauma as a result, are centered across the spectrum of program, policy, planning, and budgeting decisions.

**SECTION 8. REVIEW OF WORK**

**Who reviews the work of the position?**

*Note: If additional rows of the below table are needed, place cursor at end of a row (outside table) and hit “Enter”.*

Classification Title	Position Number	How	How Often	Purpose of Review
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SOCAC Executive Director (BOA-1)	1021222-000000134079	Virtually, In person, Phone, Email, written form	Daily to Weekly, and as needed	Communicate updates on progress of major tasks and projects; Ensure project and program decisions meet agency and user requirements; Promote quality assurance, strategic plan alignment, and equitable outcomes; Discuss and review goals, performance, expectations and training needs; Promote problem-solving and solution-seeking
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**SECTION 9. OVERSIGHT FUNCTIONS**

- a. How many employees are directly supervised by this position? 0
- How many employees are supervised through a subordinate supervisor? 0
- b. Which of the following activities does this position do?
- |                                                  |                                                                     |
|--------------------------------------------------|---------------------------------------------------------------------|
| <input type="checkbox"/> Plan work               | <input type="checkbox"/> Coordinates schedules                      |
| <input type="checkbox"/> Assigns work            | <input type="checkbox"/> Hires and discharges                       |
| <input type="checkbox"/> Approves work           | <input type="checkbox"/> Recommends hiring                          |
| <input type="checkbox"/> Responds to grievances  | <input type="checkbox"/> Gives input for performance evaluations    |
| <input type="checkbox"/> Disciplines and rewards | <input type="checkbox"/> Prepares and signs performance evaluations |

**SECTION 10. ADDITIONAL POSITION-RELATED INFORMATION**

**ADDITIONAL REQUIREMENTS:** List any knowledge and skills needed at time of hire that are not already required in the classification specification.

**All positions in OHA require a Criminal Background Check and an Abuse/Neglect Check. Fingerprints may be required.**

This position requires demonstrated commitment to health equity, as well as the following:

- Skill in executing principles and methods of web site information architecture and design layout.
- Ability to write so that an audience with different levels of comprehension or interest can understand the material.
- Ability to transmit information by spoken word so that an audience with differing levels of comprehension can understand the presentation.

Additionally, this position requires experience, knowledge and abilities in the following:

- Excellent communications knowledge and skills, including exceptional writing ability, analytic capacity, and applied understanding of strategic communications principles.
- Demonstrated experience developing strategic communications plans that help achieve important organizational goals.
- Demonstrated experience in advancing an organization’s priorities and reputation, including responsibility for conducting media relations, issue management and crisis communications

for a large and/or highly visible organization.

- Demonstrated ability to effectively support executive communications.
- Demonstrated ability to effectively design and support partner engagement processes.
- Demonstrated impact in developing culturally and linguistically competent communications that are effective in engaging diverse audiences and partners.
- Proven track records of advancing public education about programs, services and initiatives through web and other communications channels.
- Experience working in teams and facilitating/coordinating diverse interests.
- Skill using communications to influence public opinion.
- Skill developing effective communication strategies within a highly political environment

**BUDGET AUTHORITY:** If this position has authority to commit agency operating money, indicate the following:

*Note: If additional rows of the below table are needed, place cursor at end of a row (outside table) and hit "Enter".*

Operating Area	Biennial Amount (\$00,000.00)	Fund Type
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### SECTION 11. ORGANIZATIONAL CHART

**Attach a current organizational chart. Be sure the following information is shown on the chart for each position:** classification title, classification number, salary range, employee name and position number.

### SECTION 12. SIGNATURES

\_\_\_\_\_  
Employee Signature

\_\_\_\_\_  
Date

\_\_\_\_\_  
Supervisor Signature

\_\_\_\_\_  
Date

  
\_\_\_\_\_  
Appointing Authority Signature

Feb 10, 2026  
\_\_\_\_\_  
Date