



California State Association of Counties

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Position Description for **COMMUNICATIONS MANAGER**

Job Description

The Communications Manager is responsible for the coordination of external and internal communication efforts that support the strategic direction of CSAC. Responsibilities include: planning and content development of outreach and public awareness campaign materials; development of media outreach/educational strategies; creation of written materials including weekly eNewsletter, blog, talking points and speeches for elected officials; responding to external requests for information; assisting with CSAC's website and social media efforts; and coordinating speakers and sessions for meetings and seminars. May include marketing of CSAC-affiliated programs as well.

Job Duties

- Plans and creates outreach and education efforts for members, media, and legislature/administration; determines content development for materials, prepares timing and content of media outreach activities; develops working material; responds to inquiries and requests for information; distributes information to media outlets and members.
- Serves as CSAC's point-person with media.
- Develops, formats, and distributes eNewsletters, press releases, and other publications; edits and creates files for electronic distribution.
- Assists with CSAC website; provides updates and edits when needed.
- Drafts talking points, quotes, and more for CSAC leadership team and officers.
- Reviews and posts articles from the Legislative team on the CSAC website each week.
- Craft social media posts for advocacy campaigns as needed.
- Fosters social media and communication strategies to support advocacy activities including legislative efforts, initiatives and coalition building.
- Collaborates with team members to help maintain CSAC's public persona via social media channels; follows social media trends and helps adjust CSAC's strategy/practices to keep pace with technology.
- Coordinates and oversees County PIO group, arranges sessions/speakers for meetings; drafts speaker scripts;

- interacts with/assists members at events; takes photos at large events for CSAC publications.
- Responds to requests from members and general public; gathers information; coordinates response with appropriate staff members or outside contacts.
 - Additional duties as assigned.

Distinguishing Characteristics

The Communications Manager serves as a liaison to the Legislative Unit, and participates in their meetings, working closely with legislative representatives on educational and communication efforts. This entails absorbing and positioning complex information quickly from five distinct advocacy areas.

This position requires being nimble and responsive to both media and staff.

Knowledge Required

- Extensive media experience
- Media relations principles and practices
- Public relations principles and practices
- Background/understanding of government/legislative bodies
- Marketing principles
- Desktop publishing
- Social media platforms and tools, such as Facebook, Twitter, LinkedIn, Hootsuite and more
- Web design and management experience

Skills Required

- Strong writing and editing for a variety of collateral documents
- Providing media relations
- Providing public relations
- Prioritizing work
- Marketing strategies
- Ability to multi-task and take initiative
- Sound project management skills
- Ability to work in a fast-paced environment
- Refined communication and interpersonal skills; must be able to interact with coworkers, supervisors, general public, etc. sufficiently to exchange or convey information and receive work direction

Physical Requirements

Sedentary Work: Exerting up to 10 pounds of force occasionally and/or a negligible amount of force frequently or constantly to lift, carry, push, pull or otherwise move objects, including the human body. Sedentary work involves sitting most of the time.

Minimum Qualifications

Bachelor's Degree in journalism, communications, public relations, marketing or a related field, and four years' experience in

communications in a public or non-profit organization; or an equivalent combination of education and experience sufficient to successfully perform the job duties listed above.

How to Apply

Please send a letter of interest and resume to resumes@counties.org.

Last day to apply is Friday, December 10, 2021.

Salary is \$70,000 to \$105,000. Higher salary could be considered commensurate with experience and qualifications.

CSAC offers flexible work schedules and a competitive benefits package.

For the job announcement, visit: <https://www.counties.org/job-opportunity/communications-manager-0>