

**CALIFORNIA STATE SENATE
JOB ANNOUNCEMENT
DISTRICT REPRESENTATIVE (COMMUNICATIONS)
OFFICE OF SENATOR ROTH**

BASIC FUNCTIONS:

Under the supervision of the Chief of Staff and the District Director, the District Representative will serve as the Communication Coordinator acts as the principal spokesperson and media strategist to the State Senator representing California's 31st Senate District. The Communications Coordinator will develop and execute a comprehensive strategic communications plan that encompasses long-term planning and day-to-day work, including but not limited to, integrating the use of traditional and earned press, digital media, and social media platforms to external parties, organizations and other entities. The Communications Coordinator will also be responsible for providing speaking points and statements. This position is based in Riverside, California, however, after Covid-19 restrictions are lifted, the successful candidate will be required to attend various events throughout District 31 and thus, independent transportation is a required component of the position.

DUTIES:

Duties for the Communications Coordinator will include developing and executing a detailed and trackable strategic communications plan that articulates the Senator's legislative, budget and district priorities to the general public, in addition to managing day-to-day communication activities, including: state website, e-newsletters and announcements, press releases, reports and videos, media and public relations strategies, including preparing press materials and responding to media requests. This person is also responsible for representing the Senator in public venues and/or serving as a media representative and spokesperson as required while overseeing online and communications strategies, including Facebook, Twitter, etc. Candidates will also create well-written branded digital print content that can be used across various platforms, manage media relations and maximize media opportunities, and will be responsible for creating and securing press releases, story placements and op-eds.

DESIRABLE SKILLS AND KNOWLEDGE:

Candidates must have experience managing broad-based communications and media relations programs, as well as conceptualizing and drafting opinion editorials, letters to the editor and media pitches, and a strong understanding of the California legislative process. It is also important for candidates to have excellent relationships with relevant mainstream and ethnic media in addition to exceptional communication skills. Strong attention to detail and the ability to

manage high level and competing priorities seamlessly. Strong time management with attention to deadlines. Experience using social media, various social media platforms and other online tools. Excellent follow up and relationship building with internal and external press corps. Professional personality with strong, clear persuasive oral and written communication. Must be particularly adept in communicating with multiple audiences. Strong commitment to diversity of thought, backgrounds and perspectives.

ABILITY TO:

Write clearly and concisely; quickly identify the Senator's priorities and capture his voice, passion, and inspiration in written form; think critically with exceptional creative and editing skills; think proactively with strong problem solving capabilities

POSITION QUALIFICATIONS AND EDUCATION:

Bachelor's degree required. Independent Transportation.

PAY RANGE & FINAL FILING DEADLINE:

Salary starts at \$3,912 per month.

Applications will be accepted until position is filled

SUBMIT COVER LETTER, RESUME, REFERENCES, THREE WRITING SAMPLES, AND SENATE EMPLOYMENT APPLICATION TO:

Elizabeth Balistreri, District Coordinator
elizabeth.balistreri@sen.ca.gov