

**CALIFORNIA STATE SENATE  
JOB ANNOUNCEMENT  
POLICY ANALYST - DIGITAL MEDIA  
OFFICE OF SENATE PRO TEMPORE TONI G. ATKINS**

**BASIC FUNCTIONS:**

Under the direction of the Director of Communications, the Policy Analyst may be required to perform duties as assigned such as media monitoring, press list development, writing, editing, etc.

**DUTIES:**

Lead all digital/ social aspects of the Senator's presence including website, social, SEM, content and channel strategy. Align with earned media campaign to ensure consistent storytelling. Develop results reports for the Senator. Optimization - reviewing analytics, make recommendations to improve social and site performance ensuring we meet or exceed campaign KPIs. Develop measurement framework. Demonstrating strong collaboration skills with other Senate staff. Monitoring and communicating POV on current digital marketing and industry issues. Demonstrating responsibility and accountability for overall performance and flawless delivery.

**DESIRABLE SKILLS AND KNOWLEDGE:**

Digitally fluent, with an understanding of the complex, fragmented media landscape and how to bring together cohesive programs. Eye for innovation and the next emerging platform or partner to consider as part of a social strategy results. An appreciation for how great work gets done and a commitment to ensuring creative excellence/output. Strong communication skills, particularly with oral presentations. Insatiably curious, a lifelong learner. A good listener, someone who reads people and those in a room well (and adapts their style and response accordingly). Passionate about quickly evolving digital/social media environment with a strong POV to share with the Senator and colleagues. The legislative process, as well as the structure and policies of state government; the Senate's personnel rules, policies, and best practices pertaining to supervising, sexual harassment and EEO. Excellent oral and written communications skills and a strong communications experience. Candidates must have the ability to manage multiple projects, thrive under deadlines, and work well in a team environment.

**ABILITY TO:**

Perform high administrative and policy-influencing functions effectively; organize and structure employee workload; communicate clearly and concisely, orally and in writing; establish and maintain a cooperative and effective working relationship with staff. Demonstrate excellent written, research, computer and communication skills. Meet the demands of the position including working long hours and being able to multi-task and work well under pressure and deadlines.

**POSITION QUALIFICATIONS / EDUCATION:**

A Bachelor's Degree and communications experience are preferred.

**SALARY AND FILING DATE:**

Salary starts at \$5,910 per month. Applications will be accepted until position is filled.

**SUBMIT COVER LETTER, RESUME, WRITING SAMPLE, AND SENATE EMPLOYMENT APPLICATION TO:**

Lizelda Lopez

[Lizelda.Lopez@sen.ca.gov](mailto:Lizelda.Lopez@sen.ca.gov)