

**CALIFORNIA STATE SENATE
JOB ANNOUNCEMENT
POLICY ANALYST (COMMUNICATIONS)
OFFICE OF SENATOR HURTADO**

BASIC FUNCTIONS:

Under the supervision of the Chief of Staff, the Policy Analyst will serve as the Communications Director acts as the principal spokesperson and media strategist to the State Senator representing California's 14th Senate District. The Communications Director 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 Director will also be responsible for providing speaking points and statements . This position is based in Sacramento in the California State Capitol.

DUTIES:

Duties for the Communications Director 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. The 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, Linked-in, and Instagram. Candidates will also create well-written branded digital print content, that can be used across various platforms. Manage media relations and maximize media opportunities. 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. Fluency in Spanish and graphic design skills are strongly preferred. 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 her 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. Master's degree preferred.

PAY RANGE & FINAL FILING DEADLINE:

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

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

[Jim Evans, Chief of Staff](#)

Jim.evans@sen.ca.gov