

**CALIFORNIA STATE SENATE
JOB ANNOUNCEMENT
PRESS SECRETARY
OFFICE OF SENATOR TONI ATKINS**

BASIC FUNCTIONS:

Under the supervision of the Chief of Staff and the District Coordinator, the Press Secretary will serve as the District Communication Coordinator that works with the Pro Tempore's Communication's Director and assist in developing media strategies for California's 39th Senate District. The District Communications Coordinator will assist in the development and execution of a 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 District Communications Coordinator will also be responsible for providing speaking points and statements. This position is based in Senator Atkins San Diego District Office.

DUTIES:

Duties for the District 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: 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 community meetings, public venues and/or serving as a media representative and spokesperson as required. 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 speak and write fluently in Spanish is highly desirable. Candidates must also be able to work a flexible schedule, including nights and weekends.

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.

FINAL FILING DEADLINE:

Applications will be accepted until the position is filled.

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

Pamela.Ison@sen.ca.gov