



**First 5 Association of California
Job Announcement
Communications Director (full-time)**

About the Organization:

The First 5 Association of California is seeking an exceptional individual to serve as Communications Director, responsible for developing and executing communications strategies across varied media channels to advance First 5's policy and advocacy goals and supporting related efforts of the 58 county commissions. Please view our website – www.first5association.org – for more information about the Association.

Position Overview:

We are seeking an experienced Communications Director to lead the First 5 Association's media and outreach efforts. The Director will develop and implement communications strategies for the organization including media relations and online communications. The Director will also write and/or edit a wide range of communications including news releases, op-eds, letters to the editor, blogs, and fact sheets, policy briefs, and other communications that supports the breadth of First 5 efforts and policy areas.

The Communications Director will work as part of the Association's staff to elevate the role of First 5 in addressing the needs of young children across California. The Communications Director will work with First 5 staff across CA to translate complex policy ideas and data for a variety of audiences, including policymakers, media, partners and other stakeholders and organizations, as well as the general public. The Communications Director will work with the communications and marketing, research and policy departments of local First 5s to support mutual policy and systems change goals. This is a full-time position, based in Alameda, reporting to the Executive Director, working closely with the Association's Policy Director.

Ideal applicants will demonstrate excellent written and oral communication skills as well as substantial policy-related communications and/or media relations experience. The ideal applicant is also highly motivated, flexible and solution-oriented, an excellent project manager who can meet deadlines and adjust to organizational priorities. The Communications Director should be a nimble team player who thrives in a highly-collaborative work environment.

Key Areas of Responsibility:

- Development and implementation of communications plans
- Story and content development
- Support and coordinate communications efforts of county First 5 commissions
- Internal and external media relationships

Primary Responsibilities:

- Develop and implement communications strategies for the organization including media relations and online communications, such as website content, social media, blog postings, etc.;
- Write and/or edit news releases, op-eds, letters to the editor, online communications and advocacy campaigns, blogs, and social media posts on First 5;
- Develop plans for disseminating First 5 materials to help to keep the organization's messages at the

forefront of public awareness;

- Develop strategies to illuminate efforts by First 5 commissions across the state that elevate First 5's statewide impact, engaging with First 5 communications staff across the state in these efforts;
- Serve as the point of contact for the media, and develop and maintain relationships with key media contacts throughout the state;
- Provide unified messaging and materials to engage decision makers, stakeholders, the media, and the public in local, regional and statewide communications efforts;
- Work with the communications and marketing, research and policy departments of local First 5s to support communications of mutual policy and systems change goals.
- Oversee the development of content for the First 5 Association's website;
- Collaborate with the Policy Director to develop talking points on key issue areas, when appropriate, editing and adapting policy content for a range of audiences including statewide, regional and local organizations, and the general public;
- Direct social media message development, scheduling, posting and promotion with an effort to grow the Association's social media presence.
- Identify opportunities for raising the awareness of First 5 and early childhood issues in general.

Education: Bachelor's Degree (B.A.) or equivalent from an accredited college or university in the fields of Communications, Marketing, Public Affairs or a related field; a combination of education and experience may be substituted.

Qualifications:

- Minimum 5 years of relevant work experience, including communications on children's policy or related issues
- Demonstrated experience providing communications on public policy issues
- Excellent verbal and written communication skills
- Exceptional planning and organizational skills, resourcefulness, and creativity
- Self-motivation, personal accountability, and adaptability

Salary: Salary is competitive and commensurate with experience. Generous benefits.

Application Period: Open until filled.

To Apply: Please send a cover letter and resume (maximum 2 pages) to info@first5association.org to be considered for this position. Candidates should also provide two work samples that demonstrate the breadth of their work to date and areas of interest.