



ABOUT FIRST 5 ASSOCIATION

First 5 Association believes that **one day, California's success will be measured by the wellbeing of its youngest children.** To that end, the Association builds the early childhood systems and supports needed to ensure California's youngest children are **safe, healthy, and ready to succeed in school and life.** As a voice for the state's youngest kids, the Association brings together partners and leverages multiple funding sources to strengthen systems through: communications, advocacy, collaboration, skill building, and innovation and learning, so children and families have access to the community-based supports they need.

POSITION

Reporting to the Communications Director, the Communications Associate is responsible for implementing communications strategies that promote the work and priorities of the First 5 Association of California, its member First 5 commissions, and the broader early childhood community. The right person for this role is a sharp writer and nimble digital strategist, has excellent interpersonal and organizational skills, and is passionate about early childhood issues.

Key Duties

- Manage and grow the Association's social media accounts including Facebook, Twitter, LinkedIn, and YouTube
- Maintain and update website(s), including acting as the point person for site redesign
- Write, edit, design (or oversee design of) communication pieces including but not limited to:
 - Email blasts, press releases, media advisories
 - Social media graphics and text
 - Website content
 - Blog pieces
 - Flyers, posters, etc. for special events
 - Newsletters to internal members and external partners
 - Op-eds and letters to the editor
 - Talking points and fact sheets
- Coordinate multiple aspects of strategic media relations, including writing and disseminating press materials, organizing press conferences, pitching stories to reporters, and drafting background materials
- Conduct press outreach, develop and cultivate relationships with various media outlets/influencers, and facilitate incoming media requests
- Coordinate and support trainings for First 5 staff and identify spokespeople
- Track early childhood news and policy developments, and compile a digest for internal and external partners

- Compile, analyze, and share monthly social media and website metrics, and offer ideas on avenues of improvement
- Help to coordinate communication planning and systems with staff and partners
- Act as a thought partner on communications messaging and strategy
- Assist county commissions with communications needs, especially digital media
- Assist in planning, developing materials, and promoting Association-sponsored events.
- Assist with other communications projects as needed

Qualifications

- Minimum of two years of communications work experience, preferably in a nonprofit environment
- Experience with, or ability to quickly learn, MS Office, Constant Contact, Adobe Acrobat Pro, WordPress, social media and website management tools (e.g. Hootsuite, Google Analytics), and media monitoring/PR platforms
- Strong writing and communications skills, particularly in online environments
- Familiarity with messaging/framing principles and tactics
- Demonstrated ability to take creative direction from team leadership while also working collaboratively, collegially, and independently
- Ability to execute multiple complex projects with attention to detail
- Experience with video editing, graphic design, and/or online campaign organizing is a plus, as is familiarity with early childhood issues.
- Experience with Spanish-language communications, preferred

EDUCATION: Bachelor’s Degree (B.A.) from an accredited four-year college or university.

COMPENSATION, BENEFITS & RETIREMENT SAVINGS: First 5 Association offers a competitive salary, vacation, administrative leave, and sick day plan, and pre-tax deductions for out-of-pocket medical and dependent care expenses.

Through an affiliation with the County Supervisors Association of California (CSAC) the Association pays for up to 100% of the premiums for employees and their dependents’ medical, dental, and vision benefits, as well as the employee’s life and long-term disability insurance policies.

First 5 Association offers SBCERA Tier II defined benefit retirement. See additional information [here](#).

HOW TO APPLY: Interested candidates are encouraged to submit their cover letter and resume promptly to shelby@first5association.org

There is no established deadline for the submission of applications; resumes will be accepted until the position is filled. Only candidates who move beyond the review of submitted written materials will be contacted by the First 5 Association.

FIRST 5 BACKGROUND: In 1998, California voters passed a landmark proposition to support early childhood systems-building at the local level via a 50-cent tax on tobacco. This fund has generated

nearly \$10 billion in investments, which are made by the 58 public agencies that comprise the membership of the First 5 Association. The Association coordinates with the state agency, First 5 California. Each year, the county commissions serve an estimated one million children under the age of six, along with their families and caregivers. They collaborate with state agencies and across an early childhood network of grantees including public schools, health clinics, community-based organizations, and child care providers. More information is available here:

www.first5association.org

Equal Opportunity Employer

First 5 Association does not discriminate on the basis of race, color, creed, sex (including pregnancy, childbirth or related medical conditions and gender), religion, marital status, registered domestic partner status, age national origin or ancestry, physical or mental disability, legally protected medical condition, including genetic characteristics, sexual orientation, or any other status protected by federal, state or local laws. It also pertains to a perception that anyone has any of those characteristics, or is associated with a person who has, or is perceived as having one of those characteristics, to the extent required by law.