



Communications Associate Position Announcement

Position Overview

First 5 Association of California (F5AC) believes that all of California's youngest children deserve to be healthy, safe, and ready to thrive in school and life. The Communications Associate reports to the Director of Communications and is responsible for executing the communications deliverables and marketing plans defined in F5AC's Strategic Plan. The role of the Communications Associate is to help achieve these goals by advancing internal and external communications strategies that support our mission. They are a clear communicator, exemplary writer and editor, driven by deadlines and a meticulous attention to detail. They are a self-starter, with a natural ability to communicate with ease to various audiences while balancing multiple projects simultaneously.

Key Responsibilities

- Execute F5AC's communication strategy to support our objectives and identity, using varied communication channels; create new and leverage existing collateral for media relations, marketing, member outreach, public relations, and legislative advocacy, including digital strategies.
- Create content for frequent digital communications that promote and advance the goals of F5AC through key messaging including correspondence, articles, internal and external publications, press releases, advertising creative, marketing collateral, newsletters, website, and social media content.
- Maintain digital media archives including photos, videos, interviews and soundbites.
- Act as a brand guardian for F5AC to ensure that all communications and marketing material align with brand standards.
- Identify opportunities to respond to current news and events and to raise awareness of the many barriers California's children 0-5 and their families face.
- Draft press releases and distribute to appropriate press outlets.
- Devise and execute public and media relations calendars for outreach and coverage. Respond to media inquiries in a timely manner and support the director in proactive media outreach to achieve media coverage.
- Maintain press and member lists with accurate contact information.
- Other duties as assigned.

Qualifications

- Three or more years of professional experience with a successful track record in marketing, public relations, communications, advertising, media relations or related field.
- Excellent organizational and prioritization skills, able to manage and deliver on multiple assignments under tight deadlines.
- Successful writing and editing experience with a variety of print and online communications media.
- Ability to effectively interact with a variety of audiences, including media, members, partners, funders, community, and government officials.
- Demonstrated experience, creativity, and evaluative thinking skills to assess problems and find solutions.
- Strong proficiency using Microsoft Office and virtual platforms. Adobe Creative Cloud experience preferred.
- Must have a California Driver's License.

Location and Travel

- Position location: Flexible within California
- Travel: Monthly meetings in Sacramento and occasional travel within California.

Compensation

Salary is commensurate with experience starting at \$75,000 per year. Employee benefits include remote work structure with support to setup home office; 100% employer paid coverage of medical, dental and vision for employee plus family; retirement with generous employer match; optional 457 plan; 13 paid holidays plus one-week winter break; vacation and sick time accrual; flex spending account for medical and dependent care costs; Employee Assistance Program (EAP) and group life insurance.

Application Process

Interested? Then apply! We encourage candidates with diverse backgrounds and perspectives to consider joining our team. Please submit a single PDF document with a cover letter describing your interest and experience, along with an up-to-date resume to applications@first5association.org. The email subject line should read: Application for Communications Associate. Applications will be considered on a rolling basis until the position has been filled.

In service of building a more equitable hiring process, we ask applicants to consider removing any identifiers from their cover letter and resume related to race, ethnicity, sexual orientation, religion, or other identity factors. Research indicates this is one practice that can reduce the impact of unconscious bias in the preliminary selection process. We look forward to learning about and from candidates' full lived experience in later stages of the interview process.

It is the policy of First 5 Association to afford equal opportunity in all aspects of employment to all persons without discrimination on the basis of race, religion, sex, national origin, ethnicity, age, physical or mental disabilities, color, marital status, sexual orientation or medical condition, or any other basis protected by law. This policy shall apply to all employees and applicants for employment, and extends to all phases of employment, including hiring, training, promotion, discharge or layoff, rehiring, compensation and benefits.