



CWDA

Advancing Human Services
for the Welfare of All Californians

RECRUITMENT ANNOUNCEMENT

COUNTY WELFARE DIRECTORS ASSOCIATION OF CALIFORNIA (CWDA)

CWDA is recruiting for a Communications and Outreach Manager who will have lead responsibility for developing and implementing communications strategies regarding key policy and budget issues, as well as managing media relations, generating social media content, updating and maintaining the association's website and blog, and conducting other communications and outreach tasks for the association.

About the Organization

The County Welfare Directors Association of California (CWDA) is a non-profit association representing the human services directors from each of California's 58 counties. CWDA's mission is to promote a human services system that encourages self-sufficiency of families and communities and protects vulnerable children and adults from abuse and neglect. To accomplish this mission, the Association:

- Advocates for policies that will further the mission of the organization.
- Educates state and federal policy-makers and the public regarding the impact of human services policies on individuals, communities, and county social services operations.
- Collaborates with government agencies, elected officials and their staff, and community-based organizations to ensure efficient and effective service delivery.

Position

The Communications and Outreach Coordinator will report to the Executive Director and Deputy Executive Director. Position responsibilities include, but are not limited to:

- Communications Strategy Development and Execution – Play lead role with regard to identifying communications needs and working with association staff to develop and execute communication plans on key issues.
- Media Relations – Develop and maintain relationships with various news media, manage press inquiries, etc.
- Member & Internal Communications – Track news coverage, act as liaison for county human service communication managers, etc.
- External Communications – Collaborate with partner organizations and legislative offices on events and legislative/budget campaigns.
- Website and social media – Coordinate staff website postings, maintain website and blog, manage CWDA Twitter account, etc.
- Coordinate with the CWDA Conference Planning Committee and CWDA colleagues to support and promote the association's annual conference.
- Special projects as assigned.

Necessary Qualifications

- Excellent written and verbal communication skills, including ability to synthesize complex information into clear and concise social media postings, talking points, press releases and other materials that promote the CWDA position;
- Ability to self-direct work across a variety of policy and program areas concurrently with guidance from the Executive Director and Deputy Executive Director;
- Proactive nature to spot potential issues and opportunities for the association;
- Ability to establish and foster productive, collaborative relationships with local, state and national news media;
- Ability to work with the wide array of county, state, non-profit, and private individuals involved in human services policy development and program operations;
- Familiarity with county human services programs, policies and operations;
- Familiarity with California budget and legislative processes;
- Ability to thrive in a dynamic, high-energy, fast-paced and fun work environment.

Experience and Education: Any combination of experience and education that provides the required knowledge and abilities will be considered qualifying. Generally, the minimum background includes a bachelor's degree in a field such as communications, journalism, or another related discipline, and at least three years of direct experience in communications, media relations, or other related activities in the public or private sector. A master's degree or higher in a related field is desirable but not required.

Compensation

Salary commensurate with experience, plus an excellent benefit package.

How to Apply

Those interested in applying should submit a *resume, letter of interest, references and writing sample* to:

Frank Mecca, Executive Director
CWDA
925 L Street, Suite 350
Sacramento, CA 95814

Application materials may be emailed to Missy Talbot at mtalbot@cwda.org or mailed to the above address. Please call the CWDA office with any questions at 916-443-1749.

Applications Are Due By 5 pm on February 14, 2020.

CWDA Is an Equal Opportunity Employer