**Director of Communications Job Description**

Since 1966, the California Applicant's Attorneys Association (CAAA), a non-profit professional association, has dedicated itself to helping Californians that get hurt on the job heal and get back to work. On legislative issues, we work with a multitude of unions and our members proudly represent thousands of union workers every year. We also represent more immigrant workers than any other California organization of lawyers. We better California's workforce by engaging in three areas of advocacy: policy, legal, and educational.

Our Association consists of attorneys who represent injured workers, along with non-attorney members who provide a variety of services in connection with the workers' compensation system.

Our Association frequently interacts with "the outside world" - a multitude of non-members which include legislators, legislative staff, agencies, unions, allies, and the general public.

Our Association monitors cases that may have a significant impact on working Californians in order to find opportunities to weigh in as amici curiae, or friends of the court.

We advocate for the interests of workers by strategically participating in the legislative and regulatory processes.

Our Association ensures that attorneys, physicians, employers, and the insurance industry understand current laws and acceptable practices through a variety of educational programs, which includes hosting two four-day conventions each year.

**Position Summary:** The Director of Communications plays a key role in advancing the goals and objectives in support of the Association's overall strategic plan. This position is responsible for managing and overseeing all communications activities, including developing, implementing and assessing the effectiveness of CAAA's print, digital and social media communications, advertising, marketing, and public relations efforts. This position will require building and fostering relationships with CAAA's allies and the media. This position requires the ability to create strong communications content and pitch creative ideas that build and strengthen CAAA.

The Director of Communications will work closely with CAAA’s Legislative and Political Consultants, as well as CAAA's Executive Board, Communications Committee, CAAA’s Executive Director, and CAAA staff, as the communications partner on a variety of strategic initiatives.

We encourage candidates to demonstrate their qualifications in their résumés and writing and social media samples.

**Key Areas of Responsibility:**

* Develop, implement and evaluate an annual communications plan for internal and external audiences in collaboration with CAAA's committees, consultants, CAAA’s Executive Director, and CAAA staff.
* Develop and implement innovative strategies for maximizing CAAA's communications using a variety of media, such as videos and graphics design.
* Manage the development, writing, reviewing, production, distribution, and maintenance of all print and digital communications, including:
	+ CAAA's website;
	+ Social media;
	+ Email blasts;
	+ Advertising / marketing;
	+ Media materials;
* Coordinate website maintenance; ensure that new content is posted regularly.
* Review and analyze website and social media metrics.
* Ensure editorial accuracy and high quality standards of all communications materials.
* Manage all media contacts, relations and inquiries, including directing crisis communications.
* Produce and execute planned and unplanned content around Association events as they happen.
* Build and manage strategic relationships with key external stakeholders.
* Monitor competitor’s outreach activities to inform CAAA’s strategies and communications.
* Ensure communications projects are produced on time and within budget.
* Assist in leading Communications Committee conference calls.
* Attend CAAA events, including Conventions twice per year, Lobby Day(s), Board meetings, annual Strategic Planning retreat, and other events.
* Attend non-CAAA events, including legislative hearings, agency meetings, and regulatory hearings.
* Provide weekly communications reports to CAAA's Executive Board and consultants.
* Stay up to date on communications tools, trends and best practices within the digital landscape.

**Qualifications:**

* Bachelor's degree in communications, English, journalism, public relations, marketing, business or related field, or an equivalent combination of education and experience required.
* Professional experience (5+ years) developing and implementing communications content across multiple platforms, including print, digital, audio, video, mobile and social media strongly preferred.
* Knowledge of and experience with social media tools, including Facebook, Twitter, Instagram, LinkedIn, Pinterest, Word Press and YouTube.
* Knowledge of and experience with a variety of graphic design and marketing platforms, including Adobe Creative Suite, Canva, Constant Contact and Google Analytics.
* Excellent written and verbal communication skills, with proven ability to write effectively under deadline for a variety of purposes, goals, and audiences.
* Strong editing skills, organizational skills, collaboration skills, and eye for detail.
* Strong ability to work efficiently and effectively, to multi-task, and to handle last-minute changes.
* Sincere commitment to work collaboratively with all groups, including staff, board members, consultants, Association members, legislators, allies, and others.
* Strong interpersonal skills, with the ability to form and maintain positive work relationships.
* Good eye for graphic design; ability to present and graphically depict ideas, information, and data.
* Demonstrated self-starter and ability to work independently without direct supervision.
* Understanding of the evolving communications environment and digital landscape.
* Willingness to assist with initiatives and projects as needs arise throughout the Association.
* Ability to grasp public policy concepts.
* Work flexible hours, sometimes outside regular business hours, as needed to support the Association's efforts.
* Proficiency in Microsoft Word, Outlook, Keynote/PowerPoint, and Excel skills a plus.
* Familiarity with the state legislative process and/or workers' compensation system a bonus.

**Compensation:**

• Commensurate with experience plus benefits package.

• Travel and meal expenses paid for two Conventions per year and annual September Board meeting.

Qualified applicants will receive consideration without regard to race, color, religion, sex, national origin, age, sexual orientation, gender identity, gender expression, veteran status, or disability.