



JOB ANNOUNCEMENT: Communications Director

*Employment Type: Full-Time, Exempt, Staff Position
Start Date: March 1, 2019 (open until filled)*

Power California harnesses the energy of young voters of color and their families to create a state that is equitable, inclusive and just for everyone who calls California home. We are a growing, statewide, multiracial civic engagement organization dedicated to building the power of young people at the ballot box so that we can reshape California, our democracy, and the systems and policies that harm our communities. We partner with more than 25 on-the-ground organizations in rural, urban and suburban communities to organize and lift up the leadership of young people of color. Power California officially launched in 2018, emerging from the union of Mobilize the Immigrant Vote, the state's first multi-ethnic, immigrant based electoral coalition, and YVote, a network focused on organizing young voters of color. Power California is a nonpartisan 501(c)3 charitable organization with an affiliated 501(c)4 social welfare organization and offices in Oakland, Merced, Fresno, and Los Angeles.

Position Summary

The Communications Director leads the development and implementation of the communications strategy and plan for both Power California and its sibling 501(c)4 social welfare nonprofit. The Communications Director designs and executes communications strategies for electoral and policy campaigns, supervises the Digital Strategist, and engages tens of thousands of young voters of color through various communications strategies.

The ideal candidate is:

- Someone who is passionate about the leadership of young people of color and getting more young people from communities of color engaged in the political process
- Someone who believes that only true transformation and change comes from when people organize together and demand justice and who understands a clear strategy is required to winning anything
- A consumer of news, politics and digital media and who can capitalize on opportunities to get our message out and shift the conversation on issues that young people care about
- A communications strategist who has a proven track record on meeting goals and who understands how to analyze conditions and leverage opportunities to move messages and shift narratives
- Someone with the skills to organize the right people and resources to get to meet our goals
- A leader who can both create a vision for large scale narrative change and implement and create systems to achieve vision
- A leader who knows how to support and lead a team to achieve goals and help people be their best and creative selves in service to the organization's mission
- A team member who wants to be a part of stellar and diverse team of 25+ organizers and strategists fulfilling our individual roles while supporting one another and growing our organization together

Key Responsibilities

COMMUNICATIONS STRATEGY, PLANNING, AND DEVELOPMENT

- Leads development and implementation of communications strategy and plan for both the 501(c)3 and 501(c)4 entities' electoral and policy campaigns
- Develops and manages the communications department budgets for both entities, as approved by the Executive Director within the organizational budgets
- Oversees management of digital channels; ensures consistency of brand, voice, and messaging across various platforms; leads strategies to increase followings and engagement
- Leads development of framing and messaging strategy for electoral policy campaigns and issues, in collaboration with field and policy teams

- Works closely with Cultural Strategist to develop and execute strategies to drive narrative and large-scale cultural change about young people and voting
- Works closely with Policy Director and research firms to design and execute polling surveys of young people
- Executes strategies to increase and maintain our visibility; positions Power California and PowerCA Action as the go-to resources on young voter engagement among media, policy makers, and key elected officials
- Manages relationships with local and statewide media outlets; develops press materials, op-eds, talking points and messaging guides and blocks
- Manages production of printed branded materials, collateral and digital content; coordinates relationship with and production timelines with graphic designer, video editors, printers and other communications consultants as needed

COMMUNICATIONS AND MOVEMENT BUILDING

- Engages Power California Alliance partners on communications strategies; provides or oversees trainings to strengthen communications capacity of partners
- Trains and prepares media spokespersons, including staff leaders, partner organizations' representatives, and youth leaders
- Supervises Digital Strategist and coordinates with other department directors to ensure integration of communications strategies with field, development, policies and other departments

Qualifications

- Minimum 3 years' experience leading communications strategies in an advocacy, organizing and/or electoral campaign settings; deep knowledge of how campaigns work and how to develop communications strategies for campaigns
- Passion for and experience in working with young people of color, low-income immigrants, and refugees required
- Demonstrated experience in developing and launching successful and comprehensive strategic communications, media, public education, and marketing campaigns to shape public opinion
- Strong track record of successful placement in top-tier media outlets and talking with and maintaining relationships with reporters and editors
- Demonstrated success in writing and editing for a range of audiences, particularly young people, with a variety of communications content, including press releases, statements, speeches, op eds, blogs, fact sheets and website content, emails, messaging guides and talking points, scripts, and social media content
- Demonstrated ability at successfully developing effective framing and messaging strategies that move narratives and shape media coverage
- Track record of success in moving content that appeals to and engages wide audiences online
- Strong experience in crisis communications
- Familiarity with 501(c)3, 501(c)4 and PAC structures preferred
- Strong time management, organizational, and work planning skills; ability to adjust work activity as needed and manage multiple projects according to timeline
- Experienced coach/supervisor and budget manager/director
- High level of accuracy and attention to detail
- Ability to take initiative in driving strategies and troubleshooting; works well independently
- Excellent cross-cultural skills, including the ability to communicate with people at all levels and from various backgrounds
- Flexible, team-oriented approach to problem-solving
- Ability to keep sensitive information confidential, exercise good judgment, have awareness of others' needs
- Roots in labor, community organizing, coalition-building, and/or electoral engagement a plus
- Thrives in a fast-paced environment; independent, proactive and able to work under the pressure of tight deadlines and changing priorities; comfortable with on-the-ground learning

- Commitment to embodying the change we seek; able to act with integrity, compassion, and openness to feedback
- Bilingual or multilingual language skills a plus
- Occasional nights and weekends required; during campaign season, it's frequent
- Must have a working cell phone with a data plan
- Ability to travel within California (and occasionally nationally), for periods of 2 to 4 days at a time, 5 to 10 times per year
- Must own a reliable car and have the ability to drive; valid California driver's license and, if driving own car, proof of adequate insurance coverage required
- Based in or near Los Angeles strongly preferred; open to the possibility of Oakland, Atwater or Sanger (within 25 miles); some telework privileges may be granted

Compensation and Benefits

\$75,000–\$85,000 DOE, with full medical benefits and generous PTO

Physical Demands

- Ability both to communicate via phone and to work at a computer for extended periods of time
- Ability to lift and carry up to 20 pounds

To Apply

Please email cover letter, resume, 3–5 references, and two work writing samples (op-ed, blog or press release) to commsdirector@powercalifornia.org, with “COMMUNICATIONS DIRECTOR” in the subject line. Although the position remains open until filled, preference will be given to applications received by February 15, 2019. Please send documents as PDF or MS Word email attachments.

POWER CALIFORNIA IS AN EQUAL OPPORTUNITY EMPLOYER

Power California is a values-based organization with a deep commitment to building transformative culture and challenging oppression in all its forms. We abide by all city and state “Ban the Box” / “Fair Chance” laws.

People with disabilities and diverse gender identities and cultural backgrounds are strongly encouraged to apply.

powercalifornia.org