



Job Description

Position Title:	Associate Manager, Content Writer & Editor
Classification:	Associate Manager
Pay Grade:	Level 9
Department:	Communications and Marketing
Employment Status:	At-Will
Position Reports To:	Director of Communications and Marketing
Positions Supervised:	No supervision exercised
Judgment Exercised:	Exercises standard independent judgment
Overtime Status:	Exempt

Position Summary

Responsible for working cross-departmentally to develop and manage the editorial calendar for all of Cal Cities' communications channels including the Cal Cities Advocate weekly newsletter and Western City monthly magazine; and principle writer of advocacy and legislative reports, presentation decks, white papers, and fact sheets.

Essential Duties and Responsibilities

Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

- Develops and manages Cal Cities communications editorial calendar to align with Cal Cities priorities.
- Performs as principal editor of Cal Cities published material, including the *Cal Cities Advocate* weekly newsletter and *Western City* monthly magazine, overseeing the content line up and publication.
- Manages weekly newsletter and leads monthly magazine editorial meetings to generate, discuss, and select stories and writers with communications team members.
- Oversees the editorial production process from story selection to publication, assisting writers as necessary to meet deadlines.
- Manages strategy for the current and long-term editorial direction of both the magazine and the newsletter, and any other communications vehicles that Cal Cities may develop in the future.
- Principle writer of advocacy and legislative reports, presentation decks, white papers, and fact sheets.
- Participates in Cal Cities legislative and public affairs meetings to stay informed about legislative developments as they pertain to Cal Cities advocacy priorities.

- In preparing articles, gathers pertinent information through various sources; works with Marketing Manager and Digital Content Producer to obtain graphic material as appropriate to support articles and features; and consults city officials and Cal Cities staff on specific subjects when necessary in story development.
- Drafts news releases, messaging, quotes, talking points, speeches, scripts, editorials, digital media content, etc., as needed.
- Principle editor and proofreader of corporate materials.
- Responsible for the editorial policy and content of the organization's publications, as well as overseeing the production, scheduling, and publishing of Cal Cities publications.
- Works beyond Cal Cities' normal 8:30 a.m. to 5 p.m. Monday through Friday business hours when necessary to participate in meetings, meet deadlines, perform duties, and accomplish tasks and goals.
- Travel as needed to perform duties and advance organization goals and objectives.
- Performs other duties as required.

Job Qualifications

Knowledge/Skills:

- Excellent oral, written, and editing skills, with solid foundation in grammar, spelling, and composition.
- Ability to draft materials on a wide range of topics in a timely manner that align with Cal Cities strategic goals and advocacy priorities.
- Detail-oriented with the ability to manage projects, such as articles, publications, and reports from inception through execution.
- Excellent organizational and time-management skills, with the ability to effectively multi-task while meeting deadlines.
- Ability to recognize nuances and subtleties, as well as relevant and interesting story topics, to produce exceptional and engaging written materials.
- Ability to conduct thorough research, and to analyze and select pertinent facts and themes, to produce compelling and sophisticated content and integrate them into communication vehicles.
- Solid familiarity with AP (Associated Press) style, the Cal Cities style guide for all public-facing communication.
- Strong knowledge of the legislative calendar and cycle.
- Excellent interpersonal skills including strong interviewing, listening and interpretive skills, with the ability to build and maintain effective working relationships and develop an understanding of diverse subject matters and areas across the entire organization and throughout our membership.
- Ability to maintain positive relations with staff members, Cal Cities' members, and third party vendors.
- Computer literacy in word processing and spreadsheets, including MS Office products and other general-purpose tools (Acrobat, multiple Internet browsers, etc.) and ability to learn proprietary software.
- Plan, direct, and manage competing demands, projects, assignments and responsibilities simultaneously.
- Maintain positive relations with staff members, Cal Cities members, third party vendors, the media and outside contractors.
- Must be able to build relationships and engage others in communications as necessary.
- Demonstrate effective organizational, planning, and project management skills.

- Ability to blend attractive design and high functionality in all projects.
- Excellent oral and written communications skills, including the ability to articulate complex messages to a diverse constituency.
- Ability to define problems, gather data, establish facts, and draw valid conclusions.
- Sustain a positive, “can-do” attitude and commitment to customer service for both internal and external customers.
- Respond immediately to changes, demands, and workload in a positive and pleasant manner.
- Establish and maintain effective work relationships with those contacted in the performance of required duties.
- Be self-supervising and independently follow through on necessary tasks.
- Perform duties with professionalism, both individually and as a member of a team.
- Travel as needed to perform duties and advance organization goals and objectives.

Experience and Training

Bachelor’s degree in English, communications, marketing, media, journalism, or related field. Three (3) years of experience as a senior writer/editor in a fast-paced environment or a combination of education and experience which provides the required knowledge, skills, and abilities. Extensive experience writing and editing a variety of complex communications materials for print and digital platforms for targeted internal and external audiences. Experience with establishing workflow calendars and adhering to deadlines. Some direct experience working with local or state government preferred.

Physical Demands and Work Environment

The physical demands and work environment characteristics described here are representative of those an employee encounters while performing the essential functions of the job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

While performing the duties of this job, the employee regularly works in a business office setting. Tasks require variety of physical activities, not generally involving muscular strain, such as walking, standing, stooping, sitting, reaching and light lifting. Regular and consistent in-person interaction and continuous talking, hearing and seeing required in the normal course of performing the job. Common eye, hand, finger dexterity required to perform some essential functions. Mental application utilizes memory for details, verbal instructions, emotional stability, discriminating thinking and creative problem solving. Infrequent automobile and airline travel required in normal course of job performance.

Equipment Used

Computer, keyboard, mouse	Copier	Scanner
Fax machine	Telephone	Smart Phone
Current office applications		