



The League of California Cities invites your interest for the position of:

Associate Manager, Digital Media Producer *Communications and Marketing*

March 2021

Position Description

The League of California Cities is looking for a dynamic individual who can enhance our brand and build strong online engagement through our digital media platforms. The Digital Media Producer will be responsible for working cross-departmentally to develop and produce a wide variety of website and social media content including, but not limited to, written copy, photographs, videos, graphics, infographics, lists, polls, and live video to effectively engage and educate our digital audiences.

The Digital Media Producer will build an interactive relationship between Cal Cities and its members, ensure that all content produced is “on-brand,” and will continuously measure and analyze the effectiveness of all media produced and creatively adjust as necessary to maintain effectiveness.

The ideal candidate is highly organized individual who is comfortable working independently and also a consensus-builder who understands how to collaborate successfully in a team. This is a great opportunity for a gifted storyteller with strong communication skills, excellent judgment, a solid understanding of online platforms, and experience strategizing, producing, and managing content for digital projects in a fast-paced environment. If you also have a passion for public service, local government, advancing equity, and working with smart, fun, and talented teammates, this just might be the right job for you.

Communications and Marketing Department

The Communications and Marketing Department serves the entire organization by providing communications and marketing support for Cal Cities’ wide range of activities and services. The department manages the Cal Cities website, production/publishing of its weekly e-newsletter, monthly online magazine, social media channels, press relations, publications, collaterals and reports, photography, messaging, scripting and article development and editorial assistance throughout the organization. Individual and collective contributions by team members reflect the department’s commitment to quality communication, customer service and excellence.

Employment opportunities are located at: www.cacities.org/employment

Reflecting the diversity of California, the League of California Cities is an equal opportunity employer.

The League of California Cities

Headquartered in downtown Sacramento, since 1898 the League of California Cities has been an active partner in local government. Providing legislative advocacy, educational and informational services to cities, Cal Cities' mission is to enhance the quality of life for all Californians by protecting local control. Reflecting the diversity of California, each of the Cal Cities employees is a vital partner in the organization's mission and success.

Qualifications and Experience

We seek a dynamic and experienced person to fill this role with the League of California Cities. The position requires demonstrated success in writing for websites, social media, email marketing, and preferably video scripts. Prior experience with analytic and digital media production tools such as Google Analytics, Adobe Suite, Lumen 5, Canva, etc. and prior experience with website content management systems, such as WordPress, Drupal, Sitefinity are required. Some direct experience working with local or state government preferred.

Candidates must have three years of experience in communications & marketing or a combination of education and experience which provides the required knowledge, skills, and abilities. A Bachelor's degree in English, communications, marketing, media, journalism, or related field. Nonprofit membership association experience is a plus.

Work Schedule and Office Location

Cal Cities normal work week is Monday through Friday, 8:30 a.m. to 5 p.m. However, the position does require early morning, evening and weekend hours as dictated by responsibilities, workload, and legislative process. Overnight and multi-night travel as needed for Cal Cities events.

Compensation and Benefits

Salary: Depending on qualifications.

Retirement: California Public Employees Retirement System (CalPERS) 2% at 60 for classic CalPERS members; 2% at 62 for new CalPERS members.

Deferred Compensation: Employees may defer up to \$19,500 per year through Cal Cities ICMA/RC defined contribution plan.

Health/Dental/Vision Insurance: Employees participate in an optional benefit program that includes dental insurance, vision insurance and medical coverage selected from three HMO and two PPO plans.

Life Insurance: Employer-paid \$50,000 life insurance coverage for employees. Supplemental employee-paid coverage is available.

Employment opportunities are located at: www.cacities.org/employment

Reflecting the diversity of California, the League of California Cities is an equal opportunity employer.

Other Benefits: Under employer’s optional benefit program, employees may use a portion of their salaries on a pre-tax basis to cover childcare and/or certain health care expenses.

Vacation: Two weeks annually; three weeks after five years of service.

Holidays: Employees receive twelve paid holidays annually.

Sick Leave: Employees earn twelve days annually.

Recruitment/Decision Schedule

Recruitment for the Digital Media Producer will be ongoing until the position is filled. The goal is to complete the recruitment process at the earliest opportunity and welcome the new team member on board as soon as possible.

Application Procedure

Please submit a cover letter, resume and salary requirements to:

- careers@cacities.org
- Enter “Digital Media Producer” in the subject line.
- Application Deadline: 4/11/21

Employment opportunities are located at: www.cacities.org/employment

Reflecting the diversity of California, the League of California Cities is an equal opportunity employer.