



**Democratic
Communications
Office**

JOB OPENING

Caucus Communications Consultant (Digital Outreach)

*Statewide Communications and Rapid Response
team with the Assembly Democratic Caucus*

JOB OPPORTUNITY:

The Democratic Office of Communications and Outreach (DCO) has an opening for a full-time Caucus Communications Consultant to focus on Digital Outreach with the California Assembly Democratic Caucus in the Sacramento office. We are seeking a strategic, data-driven digital professional with strong technical expertise, analytical skills, and a collaborative approach to help plan, execute, and optimize digital outreach efforts across paid advertising, email, and web platforms.

The ideal candidate will have hands-on experience managing comprehensive digital outreach, interpreting performance data, and translating insights into actionable recommendations. This position will play a key advisory role for member offices, helping them implement integrated digital outreach and best practices for tracking, and measurement.

This position will be part of the Statewide Communications and Rapid Response team and work with the communications teams to produce and coordinate digital content for cross-platform use.

This position will be filled in the Senior Consultant classification:

- Senior Consultant: \$6,231 - \$14,450 per month. The successful candidate's salary for the position is anticipated to be between \$7,708 - \$8,509 per month.
- Final salary will be determined based on qualifications and relevant professional experience.
- Significant legislative experience required to reach the higher end of the range.

Outstanding benefits package including, but not limited to, medical, dental, vision, pension and 401k. Salary DOE. Send resume and cover letter to Mahalia LeClerc at mahalia.leclerc@asm.ca.gov

ESSENTIAL DUTIES:

- Set up, manage, and continually optimize digital outreach across platforms such as Meta and Google.

- Advise member offices on integrated digital outreach spanning paid outreach, email, and web.
- Manage, analyze, and interpret outreach performance data using tools such as GA4 and Looker Studio.
- Develop insights and recommendations to improve audience engagement, targeting, and overall outreach effectiveness.
- Consult with member offices on best practices for data collection and tracking to ensure accurate measurement of digital engagement.
- Build dashboards and reports to clearly communicate performance and outcomes to stakeholders.
- Lead and conduct workshops for internal staff and member offices on digital outreach and digital communications best practices.
- Collaborate with Regional teams and the Statewide Communications and Rapid Response team to support cross-platform digital initiatives.
- Build emails and post web content for Statewide Communications and Rapid Response team initiatives.
- Ability to manage multiple projects simultaneously and prioritize assignments.
- Other duties as assigned.

QUALIFICATIONS AND REQUIREMENTS:

- Minimum of 3–5 years of experience in digital marketing, digital advertising, or related fields that will translate to digital outreach efforts
- Demonstrated experience running comprehensive paid outreach on Meta and Google platforms
- Strong experience building reports and interpreting data in GA4; Looker Studio experience strongly preferred
- Solid understanding of digital analytics, tracking methodologies, and performance measurement
- Ability to translate data into clear, actionable insights for non-technical audiences
- Legislative, government, or political experience is a plus but not required
- Bachelor's degree in a related field from an accredited university is preferred or a combination of education and experience
- Ability to collaborate effectively with a team while also working independently
- Ability to work under tight deadlines and manage competing priorities.
- Ability to work extended hours when legislative functions dictate
- This is an in-person position in our Sacramento office