JOB OPENING
Caucus Media Consultant (Social Media Content)
Statewide Communications and Rapid Response team with the Assembly Democratic Caucus

JOB DESCRIPTION:

The Democratic Office of Communications and Outreach (DCO) is seeking a Caucus Communications Consultant to focus on Social Media outreach to manage and grow the Assembly Democratic Caucus' social media platforms. Based in Sacramento, this position works collaboratively on a team to develop and execute a comprehensive social media outreach that grows audiences, engages and retains followers, and effectively communicates the work of the Caucus and its members.

The ideal candidate will know how to bring a concept to life as a compelling narrative through video, photo, and imagery, illustrating the value of legislation and the work of Assemblymembers to their constituents. Candidates should be comfortable working in a fast-paced environment, managing multiple projects simultaneously, collaborating across teams, and working extended hours as needed when legislative functions dictate. Bilingual (English/Spanish) literacy is a plus.

This position will be filled in the Associate Consultant classification:
- Associate Consultant: $3,932 - $10,011 per month. The successful candidate's salary for the position is anticipated to be between $5,417 - $6,500 per month.
- Final salary will be determined based on qualifications and relevant professional experience at the time of hire.
- 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 cover letter, resume, link to video demo reel and digital portfolio, to Mahalia LeClerc at mahalia.leclerc@asm.ca.gov

ESSENTIAL DUTIES:
- Create, edit and assist with posting compelling social media content using video, photos, graphics and audio that highlights the value of legislation and the caucus' work for constituents throughout California
- Develop, implement, and oversee a comprehensive social media outreach for the Assembly Democratic Caucus

- Manage daily operations of DCO social media accounts, including content planning, scheduling, and publishing
- Monitor trends, emerging platforms, and best practices to keep Caucus social media content timely and relevant
- Use social media analytics and performance data to evaluate, refine, and optimize content and strategy
- Monitor Assemblymembers' websites and communications for updated materials and suggest content opportunities
- Maintain an intermediate to advanced working knowledge of the Assembly Democratic Caucus and its members
- Lead and conduct workshops for internal staff and member offices on social media best practices and emerging trends
- Perform other related duties as assigned

QUALIFICATIONS AND REQUIREMENTS:
- Minimum of 3-5 years of social media, photography and video production experience
- Ability to film and produce short-form video content, plus capture still photos for social media
- A link to a video demo reel and digital portfolio that highlights your photo and video editing skills is required. (After Effects or motion graphics work is a plus)
- Strong understanding of major social media platforms and social media management tools
- Excellent writing and communication skills, with the ability to tailor messaging for diverse audiences
- Experience with short-form copywriting, short-form video production, and basic graphic design
- Knowledge of California and national political and policy issues
- Ability to work effectively in a fast-paced environment, manage multiple projects, and meet tight deadlines
- Ability to work extended hours when legislative function or deadlines for work require
- Ability to collaborate effectively within a team and across departments
- Strong organizational and time-management skills
- Willingness and ability to work extended hours as required by legislative functions
- Bilingual (English/Spanish) literacy and translation skills are a plus