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Suite 1000
Sacramento
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Job Announcement

Position Title

Communications & Marketing Coordinator

Position Overview

The Communications and Marketing Coordinator assists in all aspects of external communications services and programs for the Sacramento-based association management and legislative advocacy firm Shaw Yoder Antwih Schmelzer & Lange (SYASL).

Reporting Relationships

The Communications and Marketing Coordinator reports to the Communications & Marketing Director, a position that oversees all aspects of SYASL's communication and public affairs.

Skills, Knowledge, and Abilities

Following are representative skills, knowledge, and abilities required for the position:

1. Demonstrated verbal skills and ability to interact with others, respond to questions, and gather and distribute information.
2. Experience in website content management software.
3. Proficiency in HTML-based production, Adobe Photoshop or similar photo editing program, as well as experience in electronic publications design and production.
4. Ability to draft blog and social media posts, manage social media platforms, develop graphic design content and write original communications.
5. Experience interpreting website and social media analytics.
6. Strong organizational skills, with an ability to maintain files of photo, e-blast archives and various electronic communications components.
7. Outstanding attention to detail; ability to organize and see projects through to completion.

Other Position Requirements

The position is a full-time with work hours normally taking place Monday through Friday, however, the position requires schedule flexibility to work longer hours, as needed, and to prepare for and attend various out-of-town, overnight meetings. This includes events outside of Sacramento but within California. Travel expenses to events outside of Sacramento are paid by SYASL.

Although the normal office environment is considered business casual, client interaction often requires more formal attire. Holder of this position is expected to dress appropriately to meet expectations of client interaction.

Position is full-time with work hours normally focusing on Monday through Friday, but the position requires flexibility in scheduling to accommodate periodic out-of-town travel and evening meetings.

Qualifications

This position requires an experienced professional with command of excellent oral and written communication skills. A proficiency in Microsoft Office, specifically Excel, Word, and PowerPoint, is necessary. Experience successfully working with clients, vendors, and internal departments is required. A bachelor's degree and previous work in association management is preferred.

The position requires an independent self-starter, who sets priorities, demonstrates follow-through, anticipates and resolves problems.

Salary + Benefits

Salary range is \$35,000 to \$55,000 and benefits include full medical, dental and vision benefits for employee and family, life insurance, 401k, paid vacation, etc.

Functions

Following are representative functions of the position, in general priority order:

1. **Website Maintenance:** Manage client websites, including page creation, backend management, evaluation of analytics, and all associated functions. Proficiency in Mura and/or Word Press is preferred.
2. **Social Media Management:** Manage all details related to social media content development and page management for association clients. This includes creating monthly content

calendars, graphics development, comment moderation, securing paid advertising, evaluation of analytics, and reporting. Experience with Sprout Social or other social media management software is preferred.

3. **Publications:** Manage the production and distribution of weekly, monthly, and quarterly newsletters for association management clients. Working with members of the association management and advocacy teams, create, send and track e-blasts for a variety of projects. This includes some database management.
4. **Communications/Marketing/Public Affairs Support:** Assist in various tasks associated with communications, marketing, and public affairs projects, as needed. This may include developing monthly reports, research projects, coordinating meetings, graphics support and other duties as required.

About Shaw Yoder Antwih Schmelzer & Lange

Shaw Yoder Antwih Schmelzer & Lange (SYASL) is a Sacramento-based firm providing association management, legislative advocacy, and consulting services to a wide variety of clients.

SYASL is a corporation, owned by partners Joshua W. Shaw, Paul J. Yoder, Andrew Antwih, Jason Schmelzer, Karen Lange, and Matt Robinson. Since its inception, the firm has specialized in public sector, transportation and association clients. SYASL currently provides association management services to a variety of groups.

SYASL provides services, under individual contracts, to a wide variety of public, private, and non-profit entities, including to several non-profit trade and professional membership organizations. This position is employed by SYASL and its primary functions are providing services under SYASL's contracts with various associations.

For more information on SYASL, please visit SYASLpartners.com.

Contact

Interested candidates please send cover letter and resume to Gina Vanacore, Communications & Marketing Director, at gina@SYASLpartners.com.