



1415 L Street
Suite 1000
Sacramento
CA, 95814
916-446-4656

Job Announcement

Position Title

Communications & Public Affairs Coordinator

Position Overview

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

Reporting Relationships

The Communications & Public Affairs Coordinator reports to the Communications & Public Affairs Director.

Skills, Knowledge, and Abilities

The 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. Basic graphic design skills using Adobe Photoshop, Canva or similar graphic design program. Experience in electronic publications design and production, knowledgeable in HTML-based production.
4. Ability to draft engaging and creative social media posts, manage social media platforms, and write original communications.
5. Experience interpreting website and social media analytics.
6. Strong organizational skills.
7. Outstanding attention to detail; ability to organize and see projects through to completion.



1415 L Street
Suite 1000
Sacramento
CA, 95814
916-446-4656

Other Position Requirements

The position is 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 and association conferences. This includes events outside of Sacramento but within California. Travel expenses to events outside of Sacramento are paid by SYASL.

Qualifications

This position requires an enthusiastic team player with strong oral and written communication skills. A proficiency in Microsoft Office, specifically Excel, Word, and PowerPoint, is necessary. Experience successfully working with clients, and vendors as well as internal/external stakeholders. A bachelor's degree is preferred.

Salary + Benefits

Salary range is dependent on experience. Benefits include full medical, dental and vision benefits for employee and family, life insurance, 401k, paid vacation, parking, etc.



Functions

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

1. **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, copy editing and creative thinking.
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.
5. **Website Maintenance:** Manage client websites, including page creation, backend management, evaluation of analytics, and all associated functions.



1415 L Street
Suite 1000
Sacramento
CA, 95814
916-446-4656

About Shaw Yoder Antwih Schmelzer & Lange

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

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 clients.

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

Contact

Interested candidates please send cover letter, resume and work samples or digital portfolio to Melissa Figueroa, Communications & Public Affairs Director, at melissa@SYASLpartners.com.