

CALIF^{OR}NIA STATE RETIREES



Recruitment

Senior Communications Specialist



California State Retirees

1108 O St., Suite 300
Sacramento, CA 95814

1-888-808-7197 (toll-free)
916-326-4292 (main office)

Senior Communications Specialist

California State Retirees

A group of state workers joined together and created the California State Employees Association in 1930. They fought to get legislation passed which created the \$291 billion California Public Employees Retirement System (CalPERS). These same individuals established a merit pay system for state employees and built a superb record of achievements which included securing health and dental benefits, paid vacation, sick leave, and disability and survivor benefits for the state's civil servants.

Through the years, California State Retirees has added many benefits for retired state workers including cost-of-living increases, supplemental payments for those whose pensions have lost more than 25 percent of purchasing power, increased health benefits, dental benefits and long-term care. CSR continues to fight to protect these benefits as dollars become scarce and inflation continues to rise.

CSR is now the largest, most experienced organization exclusively representing state government retirees and currently defends the pensions and benefits of over 35,000 members in 26 chapters throughout the state, including 1,500 members spread across the United States.

The Position

Under direction of the Executive Director, the Senior Communications Specialist performs a wide range of communications functions including, but not limited to, the following:

- ◆ Exercising professional judgment in the planning and execution of major internal and external communications programs and campaigns for the Association and/or its Districts / Chapters
- ◆ Providing editorial oversight for the creation and production of organizational research and position papers
- ◆ Assisting in the formulation and implementation of organizational and divisional communications policies and strategies
- ◆ Under management direction, coordinating the work of other Communications Specialists and/or other designated staff
- ◆ Developing and providing oversight on major communications projects and publications



Performing all of the duties of the Communication Specialist classification to include:

- ◆ Obtaining and preparing information for communications media such as writing articles, news releases and speeches concerning CSR activities; editing CSR publications, bulletins and articles
- ◆ Taking photographs
- ◆ Assisting in keeping files relevant to the communications function
- ◆ Aids the Association, its members and official bodies in communications and in carrying out the objectives of the Association

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Minimum Qualifications

To be considered for this position, you must meet the following minimum qualifications:

Knowledge and Skills:

The successful candidate will have excellent communications skills, a knowledge of social media applications and strategy, experience in graphic design applications, Microsoft Office applications, as well as familiarity with Microsoft CRM and Adobe products to include Photoshop, InDesign, and Premier Pro.

Education and Experience:

Education: Minimum of a Four (4) year college degree.

Experience: Four (4) years of experience in a relevant field of communications or two (2) years of experience as a CSEA Communications Specialist.

Desired Qualifications

In addition to the Minimum Qualifications, the following are Desired Qualifications:

- ◆ Social Media expertise to include:



- ◆ Adobe Creative Suite to include Photoshop, InDesign, Premiere Pro, After Effects



- ◆ Webpage development and maintenance using DotNetNuke (DNN) and HTML



- ◆ Microsoft Office Suite: Word, Excel, PowerPoint, Outlook, Publisher & Access



Ideal Candidate

The ideal candidate will be someone who understands the importance of marketing and communications in a member based non-profit organization. He/She will be a hard-working, self motivated team player, able to manage multiple tasks and meet demanding deadlines.

Typical duties may include, but are not limited to:

- Updating corporate website
- Managing press and marketing materials
- Managing organization's social networking activities
- Working closely with Membership in communications to both members and prospective members
- Producing membership statistical reports
- Creating select marketing/communications materials
- Coordinating marketing and special events
- Developing corporate signage, flyers, brochures, and membership materials.
- Assisting with outreach activities and programs
- Assisting with mass mailings
- Assisting with market research

He/She will be well organized, detail oriented, creative, and self-motivated, with excellent interpersonal skills.

He/She will have a professional style, commitment to the organization, with strong oral and written communication skills; must be able to effectively interact with a wide variety of people; able to prioritize projects and manage a heavy workload.

He/She will possess strong computer skills working in Microsoft Word, Outlook, Excel, Publisher, Adobe Photoshop, web development tools like Dotnetnuke (DNN) and HTML, as well as a wide range of social media marketing experience.

If this sounds like you, then we would like to talk to you about the many benefits provided by the California State Retirees! Apply today to be part of a great team, supporting our more than 35,000 members of the California State Retirees!

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Compensation & Benefits

The Senior Communications Specialist position includes a competitive annual salary range of \$61,032 — \$86,868 annually along with a generous benefits package. Starting salary depends upon qualifications and experience. A generous benefits package includes Health Insurance, Dental Insurance, Vision Coverage, Life Insurance, Retirement and 401(k) Deferred Compensation plan.

Benefits Details:

Health Insurance: Company offers two Medical plans through Kaiser, Basic and Optional, to choose from. The company pays 100% of the premium for the Kaiser Basic plan (HSA compatible plan), and puts \$100/ month into a Health Savings Account for the employee. For the Kaiser Optional plan (Traditional HMO plan), the company pays 80% of the premium.

Dental Insurance: Company pays 100% of the premium for dental insurance for employees and their dependents with Delta Dental.

Vision Insurance: Company pays 100% of the premium for vision insurance for employees and their dependents for vision care through VSP.

Long Term Care Insurance: Offered to new employees and the premium is determined by the plan selected and by applicant age. There are three levels of care/benefits.

Long Term Disability Insurance: Available to employees working a minimum of 30 hours per week, and is paid 100% by the company.

Employee Assistance and Counseling: Company pays 100% of premium for employee assistance and counseling, offering family, financial, emotional, drug, alcohol, stress and legal consultation/assistance.

Vacation and Holidays: A generous leave policy includes vacation, sick leave, and paid holidays.

Application Process & Recruitment Schedule

For immediate consideration, candidates must submit a detailed résumé, along with a cover letter detailing their knowledge and experience that meets the job requirements and your current salary before 5:00pm on [April 11, 2016](#).

If selected for an interview, candidates will be expected to provide at least four (4) professional work references and contact information at the interview. References will not be contacted unless the candidate is selected as a finalist.

Submit your materials to:

By Mail: California State Retirees
Attn: Sr Comm Spec Recruitment
1108 O St., Suite 300
Sacramento, CA 95814

By Email: CSRInfo@CaliforniaStateRetirees.org

Preliminary screening of applicants will occur the week of April 4, 2016, and those individuals determined to be the most ideally suited for this opportunity will be invited to interview with initial candidate contact for interviews beginning the week of April 11, 2016.



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