Communications Associate
Exempt, Full-time, Regular Position, Los Angeles, CA*
*This is currently a work-from-home position; however, Catalyst California will shift to a hybrid workplace model once it is safe to do so in 2023.

Who We Are
Catalyst California (formerly Advancement Project California) champions the struggle for greater equity and opportunity for all, fostering upward mobility in communities most impacted by economic and racial injustice. We build alliances and trust, use data-driven policy solutions, create innovative tools and work alongside communities to ignite social transformation. Rooted in the historic struggle for racial and economic equality, Catalyst California envisions a world where all communities have equitable access to public resources and opportunities to thrive. The California office’s primary programs are Educational Equity, Equity in Community Investments, and Political Voice.

Position Summary
The Communications Associate will report to the Senior Communications Manager and will be responsible for supporting the planning and production of key materials and assets related to campaign advocacy, fundraising and event-based campaigns. They will also manage the content strategy and maintenance of communications channels, including earned media. In addition, the Communications Associate will assist in coordinating and managing the production of organizational and programmatic messaging frameworks, which inform campaign strategy and production plans.

Responsibilities
Specific responsibilities include, but are not limited to:

Earned Media
- Support media relations, including writing and disseminating press releases, pitching stories to reporters, drafting talking points and message frameworks, crafting statements, and arranging interviews with Catalyst California spokespersons;
- Track and analyze data gathered from media outreach to optimize interaction with target audiences and expand reach; and
- Maintain media lists and track placements.
Strategic Communications Advocacy

- Develop and execute a communications strategy in partnership with programmatic staff to reinforce the organizational mission and vision, lift the visibility of the organization’s programmatic work and support identified goals and priorities; and
- Provide communications technical assistance to coalition and partner organizations and allies to augment ongoing advocacy campaigns.

Copywriting and Content Production

- Produce persuasive writing that drives targeted audiences to be educated or act;
- Develop and disseminate messaging to support the work of coalition and state-based partners; and
- Review, edit, proofread, and oversee the production of Catalyst California publications.
- Participate in organization-wide planning, development and communication activities as needed, and ensure adherence to Catalyst California goals and policies within the project area.
- Other duties as assigned, dependent on organizational needs and employee skills.

Qualifications

To perform this job successfully, an individual must perform each essential job function assigned satisfactorily. The requirements listed represent the knowledge, skill, and/or ability required. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

- Sincere and demonstrated commitment to advancing social, economic, and/or racial justice progress for the highest-need communities.
- Bachelor’s degree required. An equivalent combination of education and experience sufficient to successfully perform the essential job duties may be considered.
- Strong interpersonal, written, analytical, and verbal communication skills are required.
- Excellent organizational skills with strong attention to details are required.
- A minimum of 3-4 years of media relations experience and/or digital advocacy experience, including a demonstrated record of producing persuasive content, pitching stories, cultivating reporter relations, and staffing messengers for interviews.
- Experience in strategic communications advocacy preferred.
- Ability to work with diverse groups of people, including community-based partners in low-income and communities of color
- Collaborative, dependable self-starter with a record of producing high-quality work for different audiences under tight deadlines.
- Flexibility to adjust and contribute to continually evolving work situations and changing priorities.
- Must be able to travel locally and statewide.
Benefits & Perks

Perks & Work Environment

- Yearly professional development allowance and personalized professional development goals.
- Fifteen vacation days, three personal days, eight sick days, two weeks of paid parental leave, and national and official holidays.
- Organizational and team wellness days to help build team cohesion and camaraderie.
- Opportunity to see the meaning and impact of your work at an organization actively building more equitable communities and systems across California.
- Opportunity to work in a flexible work culture sensitive to employee wellbeing and encourages work-life balance.
- Additional benefits during the pandemic include scheduling flexibility for parents and caregivers and a telework stipend.
- Opportunity to work in an organization dedicated to pay equity and a diverse work culture.

Salary & Benefits

- $60,000 - $65,000
- Full, employer-covered medical, dental, and vision benefits with no employee contributions for spouses and/or dependents, including registered Domestic Partners.
- 403B retirement plan with employer matching benefits after 90 days.
- Flexible Spending Account for eligible employees to allocate pre-tax money throughout the year.

To Apply

Please send an email with the subject “Last Name, First Name – JOB TITLE Application” and a cover letter, resume, and a strategic communications advocacy writing sample (op-ed, press release, blog post) as a PDF. The attachments should be titled “Last Name, First Name – Document Type.pdf” (e.g., McCorkle, Katrice – Resume.pdf) and sent to:

Katrice McCorkle
Human Resources Manager
hr@catalystcalifornia.org

Interview Process

- Phone interview with hiring manager
- Two panel interviews (via Zoom)
- Reference Checks

Diversity, Equity, and Inclusion

Catalyst California is an equal opportunity employer and does not discriminate on the basis of race, sex, religion, national origin, gender identity or expression, sexual orientation, disability, age, or any other category protected by local, state, or federal laws. We are committed to building a diverse, equitable, and inclusive staff team. We strongly encourage applicants who are people of color, LGBTQ, women, people with disabilities; and/or formerly incarcerated people.