

Job Title: Mass Communications Specialist
FLSA Status: Non-Exempt
Location: West Sacramento/Sacramento, California
Reports To: Director of Communications

Salary Range: \$28.60 - \$41.00/Hourly DOE

The Mass Communications Specialist plays a key role in shaping and delivering impactful stories to CCPOA's membership across both print and digital media. Reporting to the Director of Communications, this position is responsible for developing, writing, and producing multimedia content that informs, engages, and supports the mission of the Association. The role requires frequent communication and collaboration with CCPOA's Executive Council, members, staff, and external clients to ensure accurate, timely, and meaningful storytelling across all platforms.

Key Responsibilities

Editorial & Content Creation

- Research, develop, and write compelling stories, articles, and social media posts for CCPOA platforms, including but not limited to PeaceKeeper magazine and the Members Only website.
- Contribute a minimum of 2,000 words weekly across various media formats.
- Conduct interviews with members, leadership, stakeholders, and event participants to gather accurate, relevant, and timely content.
- Capture and curate original photos and video to support written stories and enhance audience engagement.

Video Production

- Assist in producing video stories and digital content for distribution across CCPOA platforms, both on location and in the office.
- Edit written and video content to meet union standards and deadlines.
- Utilize tools such as Adobe Premiere, Photoshop, and Lightroom to create high-quality, professional content.

Social & Digital Media

- Adapt and develop content for CCPOA's social media channels, including but not limited to Facebook, X/Twitter, Instagram, and YouTube.
- Create and manage content specifically for the Members Only website to keep members informed and engaged.
- Collaborate on strategies to grow CCPOA's online presence and strengthen digital engagement with members.

General Duties

- Support the editing, production, social media, proofreading, and coordination of Association-wide communications, publications, and campaign materials.
- Meet deadlines and maintain consistent editorial quality.
- Travel statewide as needed to gather content with occasional opportunity for out-of-state assignments.
- Perform additional communications tasks as assigned.

Qualifications

Required:

- Bachelor's degree in communications, Journalism, or a related field or 3-10 years of progressive communications experience in lieu of a degree.
- Minimum 2 years of experience in a communications, journalism, or marketing role
- Excellent writing, editing, and research skills.
- Ability to work independently and manage multiple assignments.
- Proficiency in Microsoft Word and basic digital photo/video tools
- Familiarity with AP style.
- Basic knowledge of Adobe Premiere, Photoshop and lightroom.
- Strong interpersonal and interviewing skills.

Preferred:

- 3–10 years of progressive experience in communications
- 3–10 years of progressive experience in video production
- Experience working in union, nonprofit, or advocacy environments

Physical Requirements

- Prolonged periods of sitting at a desk and working on a computer.
- Occasional standing, walking, bending, or reaching.
- Ability to lift up to 20 pounds.
- Must be able to travel regularly within California, with occasional opportunities for out-of-state assignments.
- Must be able to read, write, and communicate effectively in person and over the phone.

Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

To Apply:

Applicants must submit a *Letter of Interest*, *Resume*, *writing sample* (minimum 750 words), and examples of video work to: ***jobs.hiring@ccpoa.org***

CCPOA is an Equal Opportunity Employer

(EOE/M/F/Disability/Veterans)