

Public Information Officer Senate Majority Coalition Caucus

Description of communication responsibilities, qualifications and desired skill set:

RESPONSIBILITIES: Team member will create and distribute communication and media materials, and develop constituent information for your assigned Senators. You are required to utilize numerous communication tools that include traditional media, social and web-based platforms, and direct mail services for strategic communication purposes. You are required to source, track, and summarize policy initiatives and legislation in order to meet communication goals and objectives.

WORKING ENVIRONMENT: During caucus organization and the official legislative session you work in a fast pace and exciting environment. As a member of the caucus staff, you work collaboratively as a team with the policy, committee, and administrative staff members. Maintaining strong Senate member relations and confidence is a top priority. During the interim, travel to your member's district and engagement and promotion of in-district activity is expected.

DELIVERABLES: Performs professional informational work by writing and editing news releases, opinion-editorials, speeches, talking points, radio scripts, etc., and creating social media and blog content.

Performs media outreach responsibilities, to create interview opportunities and serves as a liaison to the media for your Senate members, by developing strong and effective relationships with the press corps.

Accesses information through research, member and staff interviews, and legislative sources;

Manages projects for direct mail and information collateral pieces such as district mailings and e-newsletters. Works with graphic, video and photography staff to create final products for mailing, display and digital distribution;

Monitors media coverage of assigned Senators and the media environment important to the Senator's legislative goals;

Required to develop issue-area expertise in one to two specific policy areas, such as commerce and labor, education, etc.;

Performs other work as required under the direction of the Communications Director.

- REPORTS TO:** Communications Director, Chief of Staff and assigned Senators.
- QUALIFICATIONS:** Working knowledge of journalism, AP style and media practices; Working knowledge of the legislative process and the committee and leadership structure within the state Senate desired, demonstrates aptitude for **quickly** acquiring new information – such as legislative knowledge or breaking news.
- SKILL SET:** Exercises sound judgment when writing on behalf of a Senator, in a manner consistent with the views of that Senator.
Edit and write in a professional manner, under tight deadlines.
Accurately interpret, clarify, and express the views and positions of diverse members without inserting your personal views.
Develop and maintain cordial, effective working relationships with co-workers, legislators, the media, interest group representatives and the public.
- EDUCATION:** A Bachelor's degree involving major study in journalism, public relations, communications, political science or a closely related field.
- EXPERIENCE:** Minimum three years of professional journalism, public relations, or public affairs experience in a job-related specialty or on the staff of another legislative body.

APPLICATON closing date: Sept. 30, 2014

Please send a cover letter, resume, references and writing samples to:

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