



### **California Assisted Living Association**

The California Assisted Living Association (CALA) is the only association solely representing the state's Residential Care Facilities for the Elderly, which encompass Assisted Living, Memory Care, and Continuing Care Retirement Communities. Our members have access to a wealth of tools and resources to support day-to-day operations and quality care for residents, as well as the opportunity to participate in successful, ongoing advocacy efforts to help shape policy and clarify regulations.

### **Position**

#### **Director of Communications**

Reports to CALA President & CEO.

### **Summary**

The **Director of Communications** develops and implements the strategy for all communications, website, and public relations messages to consistently articulate CALA's mission. The Director undertakes a variety of activities supporting strategic initiatives to further promote CALA as a trusted resource, engage members in the association's work and offerings, and support relationships with stakeholders.

**Essential Duties and Responsibilities include the following. Other duties may be assigned as required to meet the needs of the association.**

- Write for CALA's publications including website, weekly electronic member update and digital magazine.
- Edit written communications from all departments.
- Manage multiple social media outlets.
- Ensure that new and consistent information is posted regularly and in a timely manner.
- Ensure all association materials have consistent and positive messaging and branding.
- Occasionally write or edit for CALA President & CEO presentations.
- Contribute to decisions on appropriate messaging.
- Manage multiple projects, internally and externally.
- Respond to media requests.
- Respond to crises or challenging situations quickly and professionally.

### **Qualifications and Experience**

- Bachelor's Degree.
- Four years' related experience.
- Proficient with Microsoft Office Suite.
- Proficient with social media and basic marketing.
- Ability to work independently and manage multiple projects.
- Excellent interpersonal, written and verbal communications.
- Solid organization skills including time management.
- Good work ethic and desire to "get the job done".

### **Physical Demands**

- Limited travel required.
- Must occasionally lift and/or move up to 25 pounds.
- Able to work extended hours when required.
- Specific vision abilities required by this job include close vision for computer use.

### **Work Environment**

The CALA office is currently operating on hybrid remote/in-office model. This may change in the future. Standard office environment with a moderate noise level.

### **Compensation**

Salary \$5833 - \$6666 per month, plus benefits:

- Health/Dental/Vision
- 401(k) plan option
- Sick leave/paid vacation and holidays
- Parking

### **To Apply**

Submit resume, cover letter and writing sample to Sally Michael at [sally@CAassistedliving.org](mailto:sally@CAassistedliving.org). No calls or drop-ins, please.