

Senior Communications Specialist

California College Guidance Initiative

Remote/Virtual, must reside within California — Full Time



Spanish Bilingual Fluency a MUST

The [California College Guidance Initiative](#) is looking for a Senior Communications Specialist to join our communications team. You will be involved with the creation, management, and oversight of CCGI's communications vehicles and campaigns. This role will be instrumental in helping us make our work more accessible to California students and families as we scale our work statewide.

The ideal person for this team is a detail-oriented project manager with excellent writing skills, an eye for design, and a passion for advancing educational equity. They write and speak Spanish fluently and are able to craft effective communications for a range of audiences. They also have experience in managing and growing organizational social media presence. The position is ideal for someone who is interested in developing and expanding their skills across a wide range of areas, from messaging and content creation to legislative outreach and advocacy communications.

The Senior Communications Specialist is responsible for handling day-to-day organizational communications needs. They manage updates to and assisting in the creation of new collateral and video pieces. They serve as the organization's primary translator of communications materials and help to ensure they speak effectively to students and parents. They also play a lead role in managing CCGI's social media, and they support the deputy director of communications in developing, implementing, and evaluating new communications approaches.

There are no direct supervisory responsibilities for this position, but you must be able to collaborate with subject-matter experts across the organization. You should be interested in exploring the world of educational data and able to boil detailed technical information into accessible and engaging content. You must be comfortable working with unknowns and ambiguous solutions. Most importantly, you must have a passion for public education and creating more equitable outcomes for California students.

What Will You Be Doing?

- Drafting and managing updates to web content, collateral, news releases and other materials.
- Writing and designing collateral pieces using CCGI templates, branding, and style guide.
- Writing and editing simple testimonial and instructional videos.
- Translating CCGI collateral and materials to create Spanish-language versions.
- Assisting in maintaining CCGI's organizational web presence.
- Managing and growing CCGI's social media presence.
- Performing white-glove review of external documents for proper grammar, style, and formatting.
- Compiling and reports analytics to measure the effectiveness of digital campaigns and tools.
- Leading the day-to-day management of a variety of departmental projects and initiatives.
- Managing communications cases in Salesforce, handling them or escalating as appropriate.
- Providing administrative support and assisting the Deputy Director of Communications with scheduling, reporting, content review, editing, and documentation.

What Technical Skills Do You Need?

- Relevant BA/BS in Communications, English, Journalism, Design or a related field, equivalent work experience, or a combination of both.
- Minimum of five (5) + years of relevant experience may be considered as a substitute for a degree.
- Written and spoken Spanish-language fluency.
- Proficiency with Adobe Creative Suite, including Photoshop, Illustrator, and InDesign.
- Basic use of video (Premiere or iMovie) and audio (Audacity or GarageBand) editing software
- Wordpress management.
- Experience with Google Apps (Docs, Sheets, Slides, and Drive) and Salesforce preferred.

What Intangibles Do You Need?

- Strong project management skills, including the ability to manage internal communications, multiple deadlines, budgeting, timelines, diverse stakeholders and audiences.
- Exceptional written and verbal storytelling and communication skills.
- Exceptional proofreading and formatting skills, with meticulous attention to detail.
- Strong decision-making skills and collaborative spirit with the ability to take abstract brainstorming and generate concrete proposals for action.
- Advance projects without detailed supervision, balancing multiple responsibilities and providing colleagues with actionable proposals for advancing collective efforts.
- Thrive in a fast-paced environment with changing priorities and deadlines.
- Juggle multiple projects of various scopes with ease and grace.
- Strong organizational and time management skills.

More About CCGI

The California College Guidance Initiative (CCGI) works to smooth the path to college and career for California students and unify the efforts of the institutions that serve them. Through CaliforniaColleges.edu, we provide data-driven career, college, and financial aid planning and application tools to public K-12 districts representing more than 650,000 6th-12th grade students. CCGI works with districts to promote more accurate and effective student data standards and practices, in order to inform key decisions regarding admissions, financial aid, and course placement.

CCGI is an equity-focused organization that promotes a positive, diverse, and supportive culture. At our core, we value transparency, integrity, and a student-centric approach in everything we do.

Everyone at CCGI works remotely. Our team distributed throughout California. We rarely meet in person. Instead, we make use of tools, such as ZOOM, Slack, and Salesforce to communicate and document our work.

CCGI is housed at the Foundation for California Community Colleges but is an autonomous initiative with its own mission, goals, and leadership team.

Working Conditions, Travel, and Physical Requirements:

This is a full-time position, 40 hours per week, with additional hours as needed to address the needs of the organization. Employees are required to have the ability to work remotely successfully and at a computer workstation for periods up to 4 hours at a time and for up to 8 hours per day for up to five consecutive days. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions/physical requirements of the job. Additional requirements are following:

- Ability to speak on the telephone for a total of up to 3 hours per day.
- Ability to sit for up to 3 hours without breaks at meetings; Ability to walk and stand for up to 4 hours without breaks at program site visits and meetings.
- Ability to perform repetitive movements, such as typing, filing, and the use of commonly used office machines and supplies.
- Ability to operate personal vehicle for Foundation business and possess current valid California driver's license and insurance.
- Ability to lift and move a minimum of 20 pounds.
- Well-lighted, heated, and air-conditioned indoor office setting with adequate ventilation.
- Pending removal of COVID restrictions, overnight travel (up to 5%) by land and air.
- This is a remote position that requires a quiet home office space.

Equal Employment Opportunity:

The Foundation for California Community Colleges is committed to providing an environment of mutual respect where equal employment opportunities (EEO) are available to all employees and applicants without regard to race, color, ancestry, national origin, genetic characteristics, sex, gender identity, gender expression, sexual orientation, marital/parental status, political affiliation, religion, age, disability, pregnancy, childbirth, breastfeeding or veteran status. In addition to federal law requirements, The Foundation for California Community Colleges complies with applicable state and local laws governing non-discrimination in employment.

As the official nonprofit auxiliary to the Chancellor's Office, we aim to ensure our team reflects the diversity of the California Community Colleges and the 2.1 million students, campuses, and communities it serves. Individuals are hired for their deep understanding of each population's unique needs and will join a collaborative environment where each team member plays an important role in helping Californians across all communities improve their social and economic mobility and build a better future for themselves and their families.

Application Instructions:

For immediate consideration, please submit a letter of interest and resume saved as Microsoft Word (.doc/.docx) or Adobe Acrobat PDF (.pdf) documents to jobs@foundationccc.org. Please include in the subject line: "Senior Communications Specialist, California College Guidance Initiative." The application process will be open until the position is filled.