

**SENATE DEMOCRATE CAUCUS  
PRESS SECRETARY/SOCIAL MEDIA SPECIALIST**

**General Statement of Duties**

- The Senate Democrat Caucus has two press secretaries who work under the direct supervision of the Minority Communications Director and the Minority Chief of Staff with reporting and work responsibility to all Democrat members.

**Job Criteria**

- Respond to media inquiries by putting reporters in touch with members and writing statements
- Prepare press releases
- Arrange interviews between members and the media
- Organize press conferences and other media events
- Manage social media, including, but not limited to, Facebook, Twitter, The Briefing Room Blog, Pinterest and Instagram
- Draft policy talking points strategy with input from fiscal, policy and legal staff to improve on-message interviewing
- Extend the caucus' influence into new media markets through media outreach and relationship building
- Assist Communications Director with developing and implementing strategic online communications plans that maximize the impact of digital assets
- Draft responses to policy and media issues in a timely manner to ensure caucus exposure in multiple media outlets
- Brainstorm ways to grow the reach of the caucus and its online and digital content, particularly across social media channels. This should include ways for members to participate and engage constituents online.
- Assist with video and audio production and photography
- Strategize messaging based on caucus policy priorities
- Maintain online news clips for staff and members
- Attend committee meetings and press conferences as directed by the Minority Communications Director and the Minority Chief of Staff
- Assist with organization and implementation of all special events (e.g. district days, media days, town hall meetings, roundtable discussions and conferences)
- Perform other tasks as directed by the elected leadership of the Caucus, Minority Communications Director and Minority Chief of Staff.

**Skills and Knowledge Required**

- Candidate must have detailed knowledge of the legislative process and state government and be knowledgeable of current issues
- Candidate must have strong oral and written communication skills
- Candidate must be able to work well under pressure and meet deadlines
- Candidate must be familiar with the state's media markets
- Candidate must have good time management and long range planning skills
- Candidate must possess strong computer skills and have experience with media-related equipment

**Education and Experience**

- A bachelor's degree is required.
- Prior communications experience is highly preferred