



Job Notice – February 2010

Los Angeles County Supervisor Don Knabe has an upcoming opening for a Media and User Experience Manager, reporting to the Communications Director. This position is ideal for a recent college graduate or an early-career professional looking to enter local government or political communications. The candidate will play a vital role in shaping and implementing all communications functions for an elected official with over 2 million constituents.

The successful candidate will serve primarily as a one-man band, reporting on events and policy issues around the County by writing stories and blog posts, and shooting and editing videos for publication on Knabe.com, electronic newsletters, and the Supervisor's social networking pages. The person hired will actively participate in the development of policy and advocacy efforts, both within the Fourth District and Countywide, and will be expected to help report it to constituents and County residents. The candidate will have access to the Fourth District's team of policy deputies and state-of-the-art equipment to help report on Supervisor Knabe's efforts and the work of the County.

Additional duties:

- Participate in the ongoing redevelopment of Knabe.com.
- Monitor media sources for relevant news about the County and the Fourth District, distribute and produce the daily press clippings.
- Assist in the day-to-day operations of Knabe.com, including working with the independent website maintenance staff.
- Prepare the weekly e-newsletter.
- Serve as media contact and spokesperson on particular issues, as delegated.
- In the absence of the Communications Director, serve as Supervisor Knabe's spokesperson, fielding all media inquiries.
- Assist with the writing and editing of the *Year in Review* – the Fourth District's annual report.
- Prepare program letters and advertisements.
- Assist in the development and writing of dozens of speeches every year, including the annual State of the County event.
- Supervise the constituent email system, including assigning deputies to author responses and manage response tracking.
- Maintain photo database or reprint requests.
- Additional duties as requested by Supervisor Knabe, the Chief of Staff, Deputy Chief of Staff, and Communications Director.

Qualifications:

- It is ideal for applicants to have experience in an online, print, or broadcast newsroom.
- It is preferred that applicants have a four-year degree in digital media, journalism, government-journalism, or similar field.
- Applicants should be able to demonstrate any experience with writing on deadline, enterprise journalism, preparing press releases, and speechwriting.
- Applicants should be passionate about using the Internet as a primary resource for communication with the media and stakeholders and be able to provide examples of personal or professional work with social media resources, such as YouTube, Vimeo, Facebook, and Twitter.

Application process:

Please submit a cover letter citing your experience related to the qualifications above and a current resume. Include in the submission your brief thoughts on the following questions:

The Internet has permanently changed the nature of political communications. How do you think trends and technologies like social networking can be useful to elected officials?

What is your personal experience using social media as a resource; how does it help you tell a story?

*****Alternatively, applicants are strongly encouraged to submit answers to these questions via a blog entry, video post, or other Internet resources. Please include a link to responses and answers in your cover letter.*****

Please send questions or submit materials via email to dsommers@bos.lacounty.gov or mail to:

David Sommers
Office of Supervisor Don Knabe
822 Kenneth Hahn Hall of Administration
500 West Temple Street
Los Angeles, CA 90012

Additional information:

This is a full-time position with full benefits, based in the Los Angeles Civic Center. It is an at-will position outside of the civil service system, serving at the pleasure of Supervisor Knabe.