



Position Fact Sheet

Shaw Yoder Antwih Schmelzer & Lange

Public Affairs and Communications Director

Sacramento, CA

October 28, 2020



A CAREER PARTNERS INTERNATIONAL FIRM

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This Position Fact Sheet is intended to provide information about Shaw Yoder Antwih Schmelzer & Lange and the position of Public Affairs and Communications Director. It is designed to assist qualified individuals in assessing their interest.



ORGANIZATION OVERVIEW

Shaw Yoder Antwih Schmelzer & Lange is the hardest working advocacy and association management firm in Sacramento. For over 20 years, SYASL has exceeded the expectations of its advocacy and association management clients.

Our client, **Shaw Yoder Antwih Schmelzer & Lange** (syaslparkers.com), is seeking an aggressive, self-directed, and cutting-edge Director of Public Affairs and Communications to bring fresh and innovative thinking to this highly regarded organization.

Shaw Yoder Antwih Schmelzer & Lange (SYASL) is a Sacramento-based firm providing legislative advocacy, association management, and consulting services to a wide variety of public, private, and non-profit clients. SYASL elevates the visibility of its clients, influencing the state policymaking process and optimizing operations for some of California's leading associations. They believe in both proven tactics and innovative strategies, building strong relationships along the way. SYASL acts as a seamless extension of clients' teams and also serves as the in-house team for select clients. Consistently facing each new challenge with integrity and determination is a hallmark of the firm.

SYASL employs more than 20 full-time professionals. Since its inception, the firm has specialized in public sector, transportation, and association clients, and represents several Fortune 100 companies. A list of clients can be found at syaslparkers.com/clients.

Advocacy:

SYASL's seasoned advocacy team maximizes clients' influence on the issues. They effectively advocate for their clients' legislative, budget, and regulatory needs, representing clients before the California State Legislature, the governor's office, and state agencies, boards, and commissions. Proficient in navigating the intersections of policy and politics, SYASL advances a client's existing lobby strategy or works hand-in-hand with the client team to develop one.





Association Management:

Associations elevate their impact and effectiveness by entrusting SYASL's multi-disciplinary professionals to manage their organizations. From routine daily tasks in meeting the needs of members to long-term strategic and financial planning, SYASL brings the stability and know-how to transform associations into renowned industry authorities.

POSITION SUMMARY

The Public Affairs and Communications Director is charged to lead and manage all aspects of public affairs, communications, and marketing for the clients of SYASL. The professional in this position generates and executes long-term strategic public affairs outreach, media relations, social media, and web site strategy in the continuing effort to increase the brand equity of the firm's clients, and to enhance their advocacy efforts.

This professional serves the firm and its clients as a change agent, from the standpoint of bringing fresh and innovative thinking to influence the communications, marketing, and public affairs of SYASL and its association and lobbying clients, and strives to evolve each into more brand-centric organizations.

This person manages staff and contractors -- public affairs firms, graphic designers, writers, and website developers -- ensuring deadlines are met and clients' brands are properly represented. Within the firm, there is one direct report (Public Affairs and Communications Support).

The Public Affairs and Communications Director reports to SYASL's Owner/Partners and collaborates with the Managing Director of Association Services and the legislative advocacy staff in the promotion of association and advocacy client programs and events.



Although there are identified reporting relationships, SYASL staff work generally in a team environment, sharing responsibilities and assignments, focusing on shared objectives established by each client's primary contact and each association's board of directors.

Other Position Responsibilities

The professional in this position develops editorial calendars and budgets, assigns articles, edits, and oversees layout, design, and distribution for SYASL clients' electronic publications and websites. This person also prepares written reports on program activities, annual program budgets, and audits financial results.

In addition, the Public Affairs and Communications Director:

- Develops annual marketing and public affairs plans and strategies.
- Oversees media efforts and activities, including setting timelines for media advisories, press releases, opinion-editorials, and press events.
- Oversees internal communications to client's membership; writes web content, various electronic communications, and other media; writes opinion-editorials; and directs staff in support of those products.
- Serves as a client's media representative, when appropriate, and responds to all media inquiries, according to press deadlines.
- Manages the design and content of the SYASL website and various client websites and oversees production of client webinars.



EXPECTED OUTCOMES FOR THE FIRST YEAR

It is expected that the Director will achieve the following by the end of the first year of employment (in implementation order):

- Within the first week, will reach out to the firm's staff, association clients, and vendors to begin establishing a relationship and a clarity of expectations.
- Within the first 30 days, will assess the current programs and means for communications (social media, website, and electronic communications) and marketing.
- Within the first 45 days, will develop a good understanding of the clients and associations on which they are focused and the tasks at hand.
- Will begin strategy-planning work with association clients to help them achieve their goals.
- By the end of the first 90 days, will develop an improvement plan to manage the vendors and public affairs contractors, and begin internal execution.
- By the end of the first year...
 - will have a considerable understanding of, and contributed strategically to, the policy and advocacy goals of the association clients
 - will have increased the firm's network of press contacts
 - will have improved the regular schedule and process of producing the association clients' communication materials, to include publications and events
 - will have developed an effective, managerial relationship with the vendors and public affairs contractors
 - will be an integral and valued member of the SYASL team



PROFESSIONAL EXPERIENCE

Successful candidates will have the following professional experience that will allow them to achieve the outcomes noted above (in priority order):

- Five plus years of public affairs and/or communications experience.
- Experience in an association management firm or association, a lobbying or campaign firm, legislative offices, or a marketing firm.
- Experience in overseeing vendors and contractors.
- Part of a communications/public affairs team or sole proprietor.
- Experience on programs or efforts to influence California State government decisions or outcomes is a plus, as is experience working with a board or outside clients.

PROFESSIONAL COMPETENCIES

Successful candidates will have the following competencies that will allow them to achieve the outcomes noted above (in priority order):

- Successful delivery of public affairs, communications, marketing, or brand management programs.
- Excellent customer service skills and exceptional follow-through.
- Superior communication capabilities, including strong written and verbal communication skills.
- Understanding the levers that get pulled to influence decisionmakers within state government.
- Great presentation skills.



EDUCATION/CREDENTIALS

Successful candidates will have the following education and credentials that will allow them to achieve the outcomes noted above:

- Bachelor's degree required, graduate degree a plus

CULTURE

The ideal candidate will possess values, a work style, personal traits, attributes, and characteristics that will create an excellent fit with the organization's culture and structure (in priority order):

- Aggressively help clients.
- Hardest working association and advocacy firm in Sacramento.
- Lean and mean professional organization.
- A great sense of teamwork and workplace; long-term employees there over 10-15 years.
- A team comprised of professionals proud of what they accomplish.

THE COMMUNITY

This position is located in Sacramento, the capital of California and the county seat of Sacramento County. Sacramento is located at the confluence of the Sacramento and American Rivers and is connected to the San Francisco Bay by a channel through the Sacramento River Delta. The Mediterranean climate is characterized by damp, mild winters and hot, dry summers. Sacramento is a place where different interests, tastes, and lifestyles abound, with something to accommodate all of them.



The city of Sacramento is the cultural and economic center of the Sacramento metropolitan area, the fourth largest city in California and the 25th largest in the U.S. Local universities include California State University, the University of the Pacific's McGeorge School of Law, and the University of California, in nearby Davis. The UC Davis Medical Center, a world-renowned research hospital, is one of 19 hospitals in the Sacramento region.

The Sacramento region is experiencing a profound shift in its competitive position, in large part due to an influx of entrepreneurs, businesses, and creative professionals. The Greater Sacramento Area is a top employer in life sciences and health services. As part of the agriculturally rich Central Valley, Sacramento is at the forefront of agritech innovation and is considered America's Farm-to-Fork capital.

Sacramento is also home to the NBA Sacramento Kings, the Sacramento River Cats (the San Francisco Giant's AAA baseball team), and the Sacramento Republic FC, a USL Professional soccer team. Recently, the MLS awarded Sacramento the rights to become the league's 29th soccer team and begin major league play in 2023. The club will build a new, \$252 million, 22,000-seat soccer stadium in the downtown Railyards District. This comes on the heels of opening the Golden 1 Center, a high-tech basketball and entertainment arena, starting a downtown renaissance.

The Crocker Art Museum is one of the leading art museums in California and is currently planning a \$40 million expansion. The Sacramento metropolitan area boasts more than 200 parks, four public golf courses, and is known for outdoor recreation including hiking, skiing, canoeing, kayaking, running, and biking.

The world-renowned Napa Valley is an hour's drive away. San Francisco, Lake Tahoe, and more than a dozen ski resorts are less than a two-hour drive from Sacramento. Sacramento International Airport handles non-stop flights to and from more than thirty-eight U.S. destinations (including Hawaii), as well as Canada and Mexico.

For more information, please visit the Greater Sacramento Economic Council's website www.selectsacramento.com.



COMPENSATION AND INTERVIEW PROCESS

The compensation package includes a salary of \$125,000 plus bonus potential. Benefits include medical, dental and vision benefits for employee and family, death benefit insurance, 401k match, simple profit sharing, and a generous vacation policy.

The position is full-time with work hours normally focusing on Monday through Friday, but the position requires flexibility in scheduling to accommodate periodic out-of-town travel and occasional evening meetings. (Out of town and/or evening meetings could take place about once or twice a month.)

Pre-screened, selected candidates will be invited for an initial interview with the Search Committee, on December 17, 2020, with second interviews the following morning.

PROCEDURE FOR CANDIDACY

For confidential consideration, at your earliest convenience and no later than COB December 4, 2020, please email your chronological resume (to include description and size of current/prior organizations and responsibilities) and compensation expectations to:

SYASL-PACD@wilcoxcareer.com

WILCOX MILLER & NELSON CONTACT

Ms. Tiffany Frisa,
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