



PUBLIC AFFAIRS

Bicker, Castillo, Fairbanks & Spitz

Position: Senior Director, Media Relations

Overview

[Bicker, Castillo, Fairbanks & Spitz \(BCFS\) Public Affairs](#), a Sacramento-based agency specializing in ballot measure campaigns, issue advocacy and state and local public affairs, is looking for a seasoned senior executive to lead client accounts, with emphasis on managing earned media and communications campaigns for the firms' clients. Those interested should have 7+ years' experience in public affairs/public relations and/or journalism, with a proven track record managing complex and high-profile client issues, crisis communications, and day-to-day earned media activities.

Responsibilities to include:

- Managing client accounts on high-profile issues
- Developing and implementing strategic public affairs plans
- Developing and executing earned media and communications plans
- Writing press releases, media advisories, op-eds, talking points, fact sheets, social media posts and other communications
- Crafting and pitching stories to media
- Serving as the primary spokesperson for ballot measure and public affairs issue campaigns, responding to media inquiries and managing media relationships
- Organizing and conducting media trainings and coaching spokespersons
- Crisis communications support
- Assisting in firm management duties to include leading client projects, supporting staffing needs and managing a team

Qualifications:

- Bachelor's degree in Political Science, Communications, Journalism or a related field
- Strategic thinker with the ability to develop and implement comprehensive public affairs strategies
- Experience in media relations and a solid understanding of the media landscape
- Relationships with capitol press corps, editorial boards, print, electronic and online reporters across the state
- Team player, able to manage senior leadership and mentor younger staff
- Excellent written and verbal communication skills
- Ability to interpret complex policy issues
- Fluent in Spanish *preferable, not required*

Compensation: Competitive pay, bonuses and benefits, including health, dental and vision insurance, 401k match and profit-sharing plan, 10-15 PTO days and all major holidays, parking downtown, paid cell phone and other benefits.

To Apply: Interested parties should submit a resume and cover note to Colleen Spitz, cspitz@bcfspa.com