



CHILD CARE ALLIANCE OF LOS ANGELES
Communications Specialist
Quality Start Los Angeles (QSLA)

Position Description

Position Title: Communications Specialist-QSLA
Reports To: QRIS Program Manager
FLSA Status: Non-Exempt

The Child Care Alliance is seeking a Communications Specialist, an integral support position for the Quality Start Los Angeles (QSLA) program of the Child Care Alliance of Los Angeles (CCALA). This position is offered to those interested in being part of a nonprofit organization that is committed to making a difference and dedicated to supporting families and the early care and education field.

Summary

The Communications Specialist-Quality Start Los Angeles (QSLA) will work with the QRIS Program Manager to lead the coordination and implementation of the Child Care Alliance of Los Angeles' (CCALA) Scope of Work related to Communications as part of QSLA. The Communications Specialist-QSLA will help implement comprehensive, strategic communications activities that advance QSLA's programmatic and communications goals. The Communications Specialist-QSLA will help develop and execute communications strategies across various media and is responsible for supporting the internal and external communications projects related to Quality Start LA.

Quality Start Los Angeles (QSLA), the QRIS initiative being implemented in LA County, is a partnership between the Los Angeles County Office of Education (LACOE), the Los Angeles County Office for the Advancement of Early Care and Education, Child360, First 5 LA, and the Child Care Alliance of Los Angeles. Working in partnership, they are building a system for assessing and improving early care and education quality for LA County.

The Communications Specialist will support the CCALA QSLA Team and QSLA as a program by implementing QSLA Communications plan, maintaining branding and messaging guidelines across all QSLA documents and media, developing new QSLA resources for both internal and external distribution, and enhancing QSLA website, as needed. The ideal candidate will be an enthusiastic communications professional with a demonstrated skills and an interest in pursuing a career with a nonprofit providing solid leadership in program management, service delivery and advocacy for the early care and education field.

The Communications Specialist will play a key role in ensuring effective, efficient and consistent communication is maintained with internal and external Quality Start Los Angeles stakeholders. This position will carry out the development and implementation of QSLA communication plans, activities, and strategies to successfully meet communication goals with QSLA providers,

stakeholders, and the broader community.

Essential Duties

- In collaboration with the QSLA Communications Committee, establish and implement strategic communications plans, strategies, and activities to achieve the goals of Quality Start Los Angeles’ programmatic and consumer education efforts.
- Work collaboratively with QSLA Communications Committee, other QSLA committees, and consortium partners to ensure communications efforts across QSLA are unified in messaging and branding but reflective of the needs of each group or intended audience.
- Complete the development, production, and distribution of QSLA promotional and collateral material, including print and electronic media (i.e. social media, website).
- Assist with development of internal QSLA messaging documents for participants and partners.
- Ensure materials are aligned with QSLA’s goals and objectives, including the Facebook and Twitter pages, website, etc.
- Respond to external requests for information. Prepares written materials for staff, committees, workgroups and other partners and audiences.
- Develop and maintains outreach materials for trainings and other QSLA events.
- Develop and disseminate on-going provider resources such as monthly newsletters, family calendars, etc.
- Update and enhance QSLA website, as requested
- Utilize analytic data from on-line sources (i.e. website or social media) to improve communications strategies and materials.
- Collect communications data to share with QSLA Communications Committee and in reports to funders.
- Participate on QSLA Communications Committee, as needed.
- Perform other duties as assigned.

Categories of Responsibilities

- Communications Planning and Support –In collaboration with QRIS Program Manager and QSLA Communications Committee, implement strategic communications plans to achieve and advance QSLA’s programmatic and initiative focused goals.
- Content Development and Distribution: Ensures unified messaging and branding of QSLA materials, both internal and external. Maintains on-going communications efforts with providers, parents, partners, stakeholders, and the public through multiple methods.
- Information Management – Help capture, process, and organize data related to CCALA’s Communications scope of work.

Qualifications

- Bachelor’s degree is desirable, or equivalent experience; preferably with a degree in the fields of communications, marketing or related academic field.



- Minimum of 1 year of relevant experience including communications planning, content development, marketing, or other related experience.
- Familiarity with the Los Angeles child care delivery system, stakeholders, community agencies and child care provider population is desirable.
- Successful writing and editing experience, with a variety of print and online communications media. Experience developing content, including social media posts, articles, informational documents, video, etc.
- Ability to manage multiple tasks and meet required deadlines with strong attention to detail
- Strong interpersonal skills, including the ability to work effectively with diverse client populations.
- Excellent time management and organizational skills. Able to work independently.
- Excellent written and verbal communication skills.
- Ability to calibrate messaging for a wide-range of audiences, including parents and providers from ethnically diverse backgrounds, key partners, stakeholders, and elected officials.
- Strong computer skills, including experience with Windows, Microsoft Office suite, graphic design software, social media platforms, and website design.
- Ability to work collaboratively with others at all levels of the organization and work cooperatively with other agencies and community partners.
- Ability to be flexible, innovative and to adapt to the changing needs of the program.
- Spanish/English bilingual preferred.
- Valid CA driver's license and insurance coverage which meets CA standards.

Physical Demands

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

While performing the duties of this job, the employee is regularly required to talk or hear. The employee is frequently required to sit; use hands, finger, handle, or feel and reach with hands and arms. The employee is occasionally required to stand; walk and stoop; kneel; crouch; or crawl. The employee must occasionally lift and/or move up to 25 pounds. Specific vision abilities required by this job include close vision, distance vision, color vision, peripheral vision, depth perception and ability to adjust focus.

Work Environment

The work environment characteristics described here are representative of those an employee encounters while performing the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

While performing the duties of this job, the employee is occasionally exposed to outside weather conditions. The noise level in the work environment is usually moderate.



Salary Range

Competitive salary, commensurate with prior experience, education and abilities. The programs referenced in this job announcement are contingent upon grant funding.

For immediate consideration, send resume and cover letter to:

Ilyssa Foxx, QRIS Program Manager. Email: [hiring@ccala.net](mailto: hiring@ccala.net)

Email submissions only. No phone inquiries. Responses will be sent only to individuals meeting the outlined requirements of the position. The programs referenced in this job announcement are contingent upon grant funding. The Child Care Alliance of Los Angeles is committed to building and sustaining a diverse workforce and culture. As part of this commitment, the Child Care Alliance of Los Angeles provides equal opportunity in all of our employment practices, including selection, hiring, promotion, transfer, and compensation, to all qualified applicants and employees without regard to race, color, medical condition as defined by state law, ancestry, religion, national origin, age, marital status, sexual orientation, gender or gender identity/expression, ethnic group identification, mental or physical disability, pregnancy, childbirth and related medical conditions, or any other legally protected status.

For more information about the Child Care Alliance of Los Angeles please visit our website at <http://www.ccala.net/>