Media Director – California Right to Know Ballot Initiative Campaign on GMO Labeling

The California Right to Know 2012 campaign is seeking an experienced media professional for our media team.

The California Right to Know Genetically Engineered Food Act will be on the November 2012 statewide ballot in California. It requires labeling of genetically engineered foods. Currently, there are no laws in California requiring labeling of genetically engineered foods.

Consumers have the right to know what is in our food, and if food is genetically engineered, it should be labeled. A recent poll conducted by EMC Research found over 80 percent of California voters are in favor of labeling genetically engineered foods. We intend to empower Californians to make informed choices about what we eat and feed to our families and children.

The media director is responsible for managing press, coordinating media events and strategy, and coordinating other media staff. The media director will be supervised by our media consultant and campaign manager.

We prefer that the media director is based in the Bay Area, but we will consider other California locations. This is a full-time position through the November election.

Tasks and Responsibilities:

- Oversee and help hire media staff, including southern California media liaison, op-ed coordinator and new media coordinator.
- Develop media opportunities
- Coordinate and staff press conferences and press calls
- Coordinate media events and interviews
- Develop and staff media speaking events and panels
- Write, edit, coordinate and submit letters to the editor and op-eds
- Participate in the ongoing development of media and communication strategy
- Coordinate implementation of media strategy
- Conduct press interviews as needed

Experience and Qualifications:

- Exceptional communication skills
- Minimum 2-3 years experience in media relations, strategy and tactics
- Computer literate, and comfortable with acquiring new skills
- Exceptional time management and prioritization skills
- Flexible at setting priorities and managing multiple projects
• Sense of humor, high ethical professional standards, and multi-cultural perspective
• Works well in team environment
• Flexible schedule, including availability to work evenings and weekends, and to travel periodically throughout the state
• Dedicated to working closely and cooperatively on a campaign with diverse staff, volunteers, and community members
• Knowledge of food, agriculture, GMO, pesticide, environmental health and public health issues is preferred

This position is available immediately, and applications will be considered on a rolling basis. Compensation is competitive and based on experience. Please submit a cover letter, resume and writing sample to gary@carighttoknow.org. In the email subject line, please write: “CA RIGHT TO KNOW – MEDIA DIRECTOR”

We are an equal opportunity employer. People of color and women are strongly encouraged to apply.

For more information on the campaign, please see http://carighttoknow.org/.

Questions? Please email Gary Ruskin, campaign manager, at gary@carighttoknow.org.