



California Business Properties Association

Protecting commercial real estate for 50 years

Job Announcement

Director of Communications & Marketing

December 12, 2022

California Business Properties Association (CBPA) is recruiting for the following position:

TITLE: Director of Communications & Marketing

SALARY: Full-time exempt salary position. Salary range \$85,000 - \$105,000 per year plus benefits. Salary is negotiable commensurate with experience and education.

FILING DEADLINE: January 15, 2023. Submit cover letter, writing sample, and resume to: Crystal Whitfield, cwhitfield@cbpa.com.

Join the Team: CBPA is building a new team for the largest statewide commercial real estate legislative and regulatory consortium in the nation. As Director of Communications & Marketing, you will design and implement a communication strategy on statewide and national policy issues impacting the office, industrial, and retail real estate industry, CBPA member companies, and the state's business climate.

Job Synopsis: The Director of Communications & Marketing is responsible for the following:

- Create and manage all internal/external non-lobbying communications and marketing efforts
- Design and manage websites, newsletters, weekly member email, event materials, press releases, social media, and presentations.
- Manage ongoing program to keep association members, press, policymakers, opinion leaders and others informed about industry priorities and state business climate issues.

Position reports to the President & CEO and works in coordination with the Director of Government Relations and Manager of Operations.

Skills & Knowledge: The ideal candidate will have a minimum of four years-experience in a communications capacity for a public or private employer, and have the following core competencies:

- Excellent writing and speaking skills required.
- Website management and social media experience required.
- Marketing experience required.
- Strong computer skills required.
- Graphic design experience strongly preferred.
- Familiarity with Constant Contact preferred.
- Must be organized, efficient, self-motivated, and detail oriented.

The ideal candidate will establish and maintain cooperative and effective working relationships with CBPA staff and members, the media, and peer associations. A Bachelor's Degree is preferred. Familiarity the Legislative process is a bonus but not required.

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Location, Salary, Filing Date: Position is based in Sacramento, CA. In person office attendance and off-site event/meeting attendance, and some travel, is required. Some work may be done remotely, and schedules may be flexible, depending on time of year and business needs.

Salary range \$85,000 - \$105,000 per year plus benefits. Salary is negotiable commensurate with experience and education.

Applications are due by January 15, 2023. Position will remain open until filled by a qualified candidate.

Benefits: CBPA offers comprehensive benefits, including:

- Health/Dental/Vision
- 401(k) plan option
- Parking
- Sick leave/paid vacation and holidays

About CBPA: Celebrating 50 years in 2022, CBPA serves as the legislative and regulatory advocate for property owners, tenants, developers, retailers, contractors, land use attorneys, brokers, and other professionals in the commercial real estate industry representing their legislative and regulatory interests in California's Capitol.

CBPA is the largest commercial real estate consortium in the nation with direct members and over 10,000 affiliated members as the designated legislative advocate for ICSC, the California Chapters of the Commercial Real Estate Development Association (NAIOP Cal), the Building Owners and Managers Association of California (BOMA Cal), the Retail Industry Leaders Association (RILA), the Association of Commercial Real Estate – Northern and Southern California (ACRE), and AIR CRE.

See www.cbpa.com for more information.

How to Apply: For more information and/or to submit cover letter, writing sample, and resume, contact Crystal Whitfield, cwhitfield@cbpa.com and/or call 916-443-4676. Applications due by January 15, 2023.

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California Business Properties Association values diversity at all levels of the organization and is committed to fostering an environment in which employees from a variety of backgrounds, cultures, and personal experiences are welcome and can thrive. The diversity of our employees and their unique ideas inspire innovative solutions to strengthen our ability to support our members and the commercial real estate industry.