LOS ANGELES COUNTY SUPERVISOR

LINDSEY Horvath

THIRD DISTRICT

COUNTY OF LOS ANGELES

CAREER OPPORTUNITY





DIGITAL DEPUTY

UNCLASSIFIED (THIRD SUPERVISORIAL DISTRICT)

Filing Period:

March 15, 2024 – until the needs of the department are met

Annual Salary Range:

$78,941.28 – $129,779.04

Open to all interested and qualified candidates.

THE COUNTY OF LOS ANGELES

The County of Los Angeles (County), serves a demographically and geographically diverse population of more than 10 million residents. The County operates with an annual budget more than $44 billion for fiscal year 2022 - 2023. Over 110,000 employees in 38 departments provide vital and wide-ranging services to the public. The County is a Fair Chance employer, committed to diversity and inclusiveness in our workforce. We are a culturally diverse economic and cultural hub, driving major elements of the national and world economies. It is the center for arts, media, and entertainment for the world. It is unlike anywhere else in the world.

BOARD OF SUPERVISORS THIRD DISTRICT

The Third Supervisorial District of Los Angeles County covers a variety of communities across the San Fernando Valley, Santa Monica Mountains, and Metro Los Angeles and represents approximately 2 million Angelenos. Visit Supervisor Horvath's website here, and a map of the district and its communities here. **About Chair Lindsey P. Horvath:** Chair Horvath is tackling the major issues of Los Angeles County, from leading the County's emergency response to the homelessness crisis to tackling gender-based violence and the threat of the climate crisis, she is the Board's first millennial, only renter, and youngest-ever Chair of the Board of Supervisors.



DIGITAL DEPUTY

Los Angeles County Supervisor Lindsey P. Horvath's communications team is looking for a new Digital Deputy.

The role is responsible for leading the Supervisor's social media, video, and website strategy and day-to-day digital presence. Reporting to the Communications Director, the role is part of the team responsible for sharing widely Supervisor Horvath's bold vision to uplift all voices and care for all people across Los Angeles County.



KEY RESPONSIBILITIES

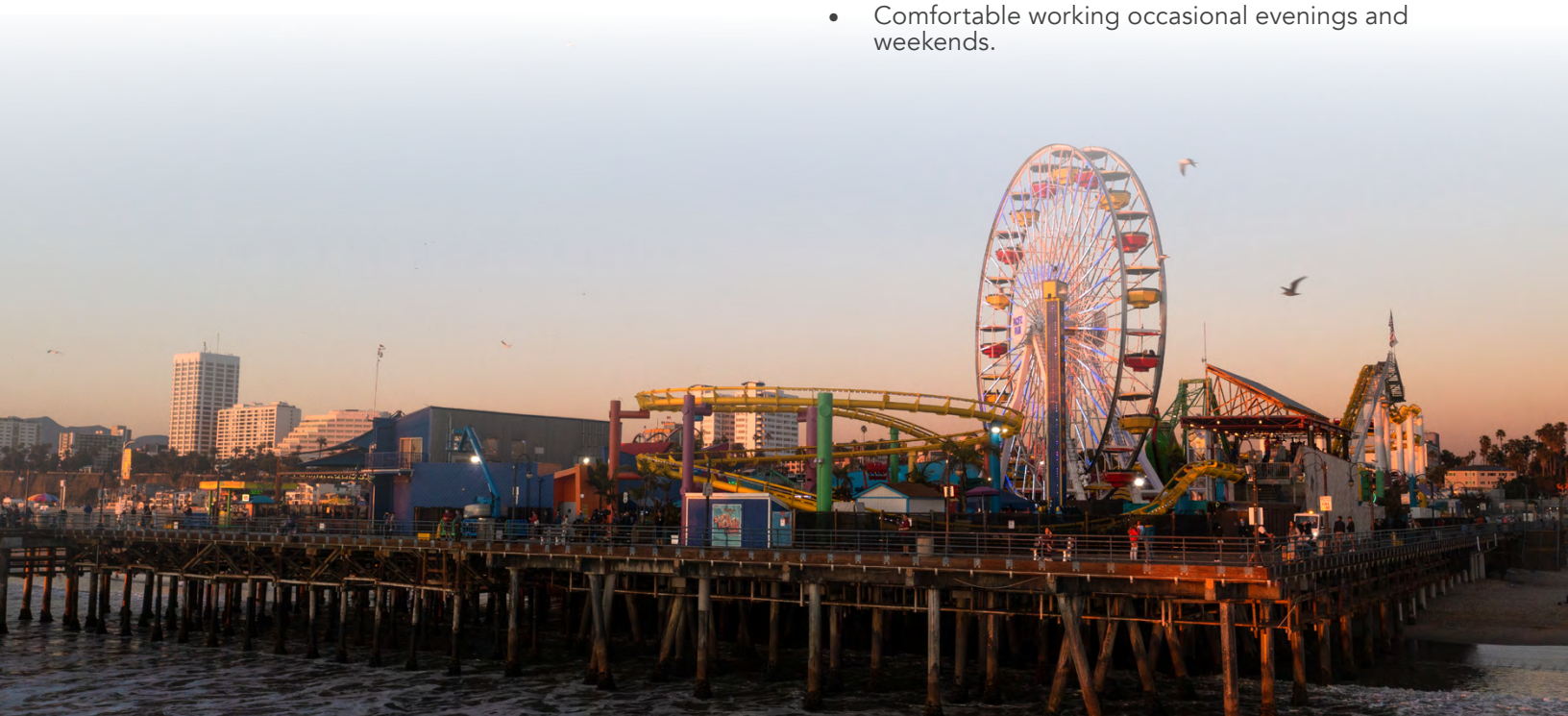
- **Social media management and strategy**: Responsible for finding new ways of using social media to share the Supervisor's priorities, the work of LA County, and to connect with Third District communities. Responsible for writing and scheduling across X, Facebook, Instagram, YouTube, and NextDoor. This requires staying on top of trends, performing social listening, and tracking data insights.
- **Social media calendar:** Daily management of the social media content calendar to ensure we are communicating the right messages at the right time and sharing the Supervisor's daily engagements and priorities.
- **Video storytelling:** Develops new ways of sharing information using video and working with County creative services to deliver quick and compelling video content.
- **Digital advertising**: Makes recommendations on digital ad buys to raise awareness about community programs and opportunities.
- **Multimedia and graphic design:** Work with graphics, photo, and video teams to secure office needs.
- **Weekly newsletter**: Produce weekly newsletter and champion it through approval; track data.
- **Event support:** Lead on assigned events, securing A/V, managing invitations and promotion, and other assigned tasks.
- **Special projects:** Lead on special projects based on policy interest or as assigned.

QUALIFICATIONS

- Three or more years of communications experience, preferably for an elected official or other related fast-paced political environment, including journalism, public policy, or political campaigns.
- Bachelor's degree in communications, political science, or related field.
- Comfortable working in-office four days a week.
- Political experience is a major plus.

DESIRABLE QUALIFICATIONS

- Passionate social media practitioner with an eye for what resonates and engages diverse audiences.
- Demonstrated ability to produce social copy, videos, stories, and reels.
- Excellent verbal communications skills and writing abilities.
- Detail oriented and multi-tasking extraordinaire.
- Strong interpersonal skills and political acumen.
- Positive, self-starter comfortable making recommendations and solving diverse issues.
- Comfortable working under tight deadlines with shifting priorities.
- Familiarity with Mailchimp, Sprout Social, Wordpress, or equivalent programs.
- Comfortable working occasional evenings and weekends.



COMPENSATION AND BENEFITS

Annual Salary Range: $78,941.28 – $129,779.04

The appointee will receive an annual salary, commensurate with qualifications, and earning history, as well as an excellent program of benefits that allow employees to choose the benefits that meet their specific needs.

The package includes:

Retirement Plan - New appointees will participate in a contributory defined benefit plan.

Cafeteria Benefit Plan - The County funds its cafeteria plan using tax-free contribution of an additional 14.5% to 17% of the employee's monthly salary.

Non-Elective Days - Ten (10) paid days per year with the option to buy an additional 1 to 20 elective annual leave days.

Flexible Spending Accounts - In addition to tax-free medical and dependent care spending accounts, the County contributes $75 per month to an employee's dependent care spending account.

Savings Plan (401k) - Optional tax-deferred income plan that may include a County matching contribution up to 4% of employee's salary.

Deferred Compensation Plan (457b) - Optional tax-deferred income plan that may include a County matching contribution up to 4% of employee's salary.

Holidays - Thirteen (13) paid days per year.

HOW TO APPLY

This position will be open from **March 15, 2024 – until the needs of the department are met**.

Serious candidates with the skills, experience, and passion to build a more caring, compassionate, and inclusive Los Angeles County can send a cover letter, resume, and writing sample to HorvathPress@bos.lacounty.gov.

Selection Process:
Only the most qualified candidates, as determined by the screening process, will be invited to participate in the selection process. The names of the most highly qualified candidates will be submitted to the Executive Officer for final selection.

An Equal Opportunity/ADA Employer