

MURDOCH WALRATH & HOLMES

Communications and Digital Media Specialist

Location: Sacramento, California

Full-Time | In-Office

Murdoch, Walrath & Holmes (MWH) is a full-service lobbying and consulting firm with deep expertise in TK-12 and community college education policy and school finance. MWH manages multiple nonprofit associations that advance school facilities construction and repair across California.

We are seeking a detail-oriented and reliable professional to support digital communication efforts across multiple associations and initiatives.

Position Overview

The Communications and Digital Media Specialist will be responsible for maintaining the organization's websites, digital communications, and online engagement platforms. This is a full time in office position. This role will coordinate with staff and external vendors to ensure timely, high-quality content and effective communication with members.

Key Responsibilities

Website & Content Management

- Coordinate website updates and improvements with an external web vendor
- Post articles, events, and member resources to the website
- Maintain an editorial calendar for consistent content updates
- Ensure website content is current, accurate, and engaging

Member Communications

- Draft and distribute email communications, newsletters, and announcements
- Coordinate with staff to gather content and ensure timely submission
- Edit and format content for clarity, consistency, and tone

Forums & Community Management

- Manage and moderate four member forums

- Encourage member engagement and participation
- Monitor discussions and elevate key issues or trends

Social Media & Digital Outreach

- Post across platforms (X, Instagram, Facebook, LinkedIn)
- Promote events, programs, and initiatives
- Maintain consistent branding and messaging

Analytics & Reporting

- Track performance metrics (website, social, email)
 - Prepare regular reports on engagement and reach
 - Recommend improvements based on data insights
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Qualifications

- 3–5+ years in communications, digital media, or marketing
- Experience maintaining websites (WordPress or similar CMS preferred)
- Strong writing, editing, and organizational skills
- Experience with email marketing platforms (Mailchimp, Constant Contact, etc.)
- Familiarity with social media
- Ability to manage multiple projects and deadlines

Preferred:

- Experience in a nonprofit or trade association
 - Experience coordinating with external vendors
 - Knowledge of analytics tools (Google Analytics, platform insights)
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Key Traits

- Proactive and highly organized
 - Strong communicator and collaborator
 - Detail-oriented with good follow-through
 - Comfortable holding others accountable for deadlines
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Compensation & Benefits

Hourly range: \$32-\$42 depending on skills and experience

Benefits: Comprehensive benefits package including health coverage, paid vacation and sick leave, and a 401(k) retirement plan.

How to Apply

Please submit a resume, cover letter, and 1–2 writing or content samples to: amurdoch@m-w-h.com