



California Trucking Association

We drive for a living. Safety is our priority.

Manager of Communications and Marketing

About Us

The California Trucking Association (CTA) is dedicated to advancing the interests of the trucking industry in California. We are a vibrant organization committed to advocacy, education, and fostering a community among our members. We are looking for a dynamic and creative Manager of Communications and Marketing to join our team.

Position Overview

The Manager of Communications and Marketing will play a crucial role in enhancing the visibility and reputation of the CTA. This individual will be responsible for creating and editing content across various platforms, including newsletters, podcasts, social media, and print media. Additionally, the candidate will drive the marketing efforts for the Association's events, products, and services.

Key Responsibilities

- Develop, write, and edit engaging content for newsletters, podcasts, social media, press releases and print materials.
- Develop public affairs campaigns to emphasize and promote the importance of the trucking industry and further strategic policy goals.
- Manage and produce the Association's podcasts, ensuring high-quality content and production.
- Design visually appealing graphics and promotional materials using Canva.
- Execute email marketing campaigns, including drafting content, segmenting audiences, and analyzing performance.
- Promote and market CTA events, products, and services to maximize reach and engagement.
- Maintain and update the Association's social media channels with relevant and timely content.
- Collaborate with other team members to ensure consistent messaging and branding across all platforms.
- Monitor and report on the effectiveness of marketing and communication efforts.
- Stay up-to-date with industry trends and incorporate best practices into the Association's marketing strategies.

Qualifications

- 1-2 years of experience in communications, marketing, or public affairs.
- Experience with various email marketing platforms.

- Knowledge of podcast production software and processes.
- Strong writing, editing, and proofreading skills with high attention to detail.
- Excellent verbal and written communication skills.
- Ability to manage multiple projects and meet deadlines.
- Strong organizational skills and attention to detail.
- Creative thinker with the ability to develop innovative marketing strategies.
- Ability to work independently and as part of a team.

Preferred Qualifications

- Experience in trucking, transportation, logistics or public policy.
- Familiarity with social media analytics tools.
- Proficiency in Canva for graphic design.
- Basic knowledge of SEO and content marketing strategies.

Salary and Benefits

The salary range is \$70,000-\$80,000 annually and is commensurate with experience. CTA provides a comprehensive benefits package offering health, dental and vision coverage; the option to opt into a 401(k) program with an employer match; ongoing professional development; paid vacation and sick leave; and a generous holiday schedule.

To Apply

Interested candidates should submit a resume, cover letter, and portfolio of relevant work to nchiappe@caltrux.org. Please include "Manager of Communications and Marketing Application" in the subject line.

Commitment To Diversity, Equity, and Inclusion

CTA is an equal opportunity employer, and all qualified applicants will receive consideration for employment without regard to age, race, color, religion, sexual orientation, gender identity, national origin, disability status, protected veteran status, or any other characteristic protected by law.