



## Job Announcement

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| <b>Position Title:</b>        | Creative Associate, <i>Communications, Outreach, and Public Relations</i> |
| <b>Application Deadline:</b>  | Open until filled                                                         |
| <b>Position Availability:</b> | Immediate Opening                                                         |
| <b>Location:</b>              | Oceanside, CA – In Office                                                 |
| <b>Position Type:</b>         | Full Time                                                                 |
| <b>Position Pay:</b>          | \$27.00 - \$31.00 hourly (Depending on Experience)                        |

### Help Us Create Communications that Spark Meaningful Change.

Are you a talented communicator who enjoys turning complex ideas into compelling stories? Do you have experience in public relations, public-sector communications, or community outreach—and want to grow your skills in strategic communications and campaign development?

Action Research is looking for a **Creative Associate specializing in Communications, Outreach, and Public Relations** to join our multidisciplinary team.

This is an opportunity for an emerging communications professional who wants to do more than create content. You'll contribute to public education and behavior change campaigns, support communications for government agencies, help plan and promote events and professional workshops, and collaborate with researchers, behavioral scientists, and creative professionals.

We're looking for someone who brings strong writing skills, creativity, sound judgment, and initiative, along with the desire to take on increasing responsibility for communications strategy, project coordination, and creative leadership.

### About Action Research

**Action Research** is a behavior change consulting firm that specializes in the application of behavioral and social science research to outreach programs that promote safe, healthy, and sustainable communities. Founded in 2001, Action Research has gained international recognition as a leader in developing effective behavior change programs based on community-based social marketing. We have a global clientele that includes dozens of governmental agencies, non-profit organizations, and private companies that are seeking to implement programs that address complex environmental and public challenges, including waste reduction, recycling, energy efficiency, wildlife conservation, and climate resilience. Our team includes researchers, strategists, project managers, and creative professionals who collaborate to develop and evaluate innovative solutions to real-world challenges.



## Position Responsibilities

### Communications and Content Development

- Develop editorial guidelines, content calendars, and outreach plans.
- Write, edit, and publish engaging content for social media, newsletters, blogs, websites, press releases, and public outreach materials.
- Develop communications tailored to different audiences, platforms, and client objectives.
- Manage social media calendars, coordinate approvals, and ensure timely publication of content.
- Translate complex environmental, scientific, and technical information into clear, accessible, and compelling messages.
- Create basic graphics and visual content using Canva or similar design tools.
- Collaborate with graphic designers and creative professionals on campaigns and outreach materials.
- Track metrics and help identify opportunities for improvement.

### Public Relations and Community Outreach

- Support the development and implementation of public relations, public education, and community outreach campaigns.
- Assist with media relations, press releases, stakeholder communications, and promotional activities.
- Coordinate communications with government clients, community partners, and other stakeholders.
- Help plan, organize, promote, and facilitate events, presentations, webinars, and workshops.
- Support marketing and promotion of Action Research's professional training programs and services.

### Creative Strategy and Project Coordination

- Collaborate with project managers, researchers, and creative staff to develop communications that support specific program and behavioral objectives.
- Contribute ideas for creative campaigns, audience engagement, and effective outreach strategies.
- Participate in client meetings, creative planning sessions, and project discussions.
- Ensure content is accurate, consistent, accessible, and aligned with client expectations.

## Opportunities for Growth

We see this as a position with significant potential for professional development. As you gain experience, you'll have opportunities to:

- Take greater ownership of communications planning and strategy.
- Serve as a communications resource and advisor to project teams.
- Help develop quality-control processes.
- Review, edit, and provide guidance on content developed by other team members.
- Coordinate creative communications efforts across projects.
- Contribute to the development of new client opportunities, proposals, and professional training.

## Minimum Qualifications

- Bachelor's degree in communications, public relations, journalism, marketing, or a related field, or equivalent professional experience.
- 3-5 years of relevant experience in communications, public relations, content development, marketing, or public outreach.



- Excellent writing, editing, and proofreading skills, with demonstrated ability to develop clear, engaging content for different audiences (e.g. residents and commercial businesses).
- Experience developing and managing social media content, email marketing, and website content for organizations.
- Familiarity with Canva or similar tools for creating basic graphics and communications materials.
- Strong organizational skills and the ability to manage multiple projects and deadlines.
- Excellent interpersonal and verbal communication skills.
- Ability to work both independently and collaboratively with multidisciplinary teams.
- Strong initiative, problem-solving skills, and willingness to learn new skills and technologies.

### Especially Valuable Experience

- Communications, public relations, or community outreach experience with local governments, public agencies, nonprofits, or consulting firms serving public-sector clients.
- Experience developing public education campaigns, outreach, or community engagement initiatives.
- Experience with media relations, press releases, or stakeholder communications.
- Experience coordinating or promoting workshops, webinars, conferences, or community events.
- Familiarity with environmental issues such as recycling, stormwater pollution prevention, water conservation, energy efficiency, or sustainability.
- Experience with digital advertising.
- Experience coordinating creative projects or reviewing and editing the work of others.
- Familiarity with social marketing, behavioral science, or community-based social marketing.

### Employment Requirements

- Reliable transportation and current driver's license and insurance.
- Ability to pass a background check.
- Willingness to obtain First Aid and CPR certification, and fingerprinting if required.
- Occasional flexibility in schedule to accommodate presentations, outreach events, or data gathering.
- Occasional travel to and within San Diego and Orange County may be required.

### Employee Benefits

- Healthcare, Dental, Vision and Life Insurance Plan (with premium supplement from employer).
- 401(k) Plan with 3% Employer Matching.
- Paid Holidays, and Volunteer Time Off.
- Paid Time Off (accrual begins after 90 days of employment).
- Flexible Spending Account (FSA).
- Employee Assistance Program.

### Apply Now

Please send a letter of interest and resume to: [stubblefield@actionresearch-inc.com](mailto:stubblefield@actionresearch-inc.com)

**EQUAL OPPORTUNITY EMPLOYER**

[www.actionresearch-inc.com](http://www.actionresearch-inc.com)

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