

Contract Communications/Marketing Coordinator

2019

Commitment: Approximately 20-30 hours per week, but flexible according to workflow and needs

Organizational Description:

Since 1972, the New Mexico Humanities Council (NMHC) has sought to engage New Mexicans with history, culture, and diverse humanities topics through Council-conducted public programs and grant funding for special projects. NMHC supports public programs in New Mexico communities which inspire inclusive conversations that strengthen our civil society and celebrate diverse human experiences. The New Mexico Humanities Council is New Mexico's independent, 501(c)(3) nonprofit state partner of the National Endowment for the Humanities.

Scope of Responsibilities:

We seek a professional who can convey the value of the humanities and of the New Mexico Humanities Council (NMHC) to many different audiences through a variety of formats. The Communications/Marketing Coordinator is responsible for creating and maintaining effective and positive community and media relations for NMHC through print and electronic efforts, and for the day-to-day marketing of NMHC in alignment with our strategic goals, activities, and the advancement of our mission. A successful communications program will raise the visibility of NMHC as a whole; generate attendance at programs; foster and strengthen connections with program partners, grantees, and scholars; and support the fundraising needs of the organization. The Communications/Marketing Coordinator will work closely with staff to plan and implement timely and effective communications. Should have 3 to 5 years expertise in the field of communications/marketing.

Specific Duties May Include:

- **Website:** Manage website created on a proprietary platform, including development and updating of content, conceptualizing, writing, and design of new pages, and analysis of usage. May also be called on to make recommendations for improvement of website architecture.
- **Social Media:** Direct all social media communications including developing social media campaigns for existing and emerging platforms, creating content, design, and analysis. This includes Facebook, Instagram, Twitter, and more as developed.
- **Publications:** Work on in-house publications (print and electronic) including a monthly e-newsletter (via Constant Contact) and annual report, program or event specific e-blasts, brochures, invitations, etc. on deadline, in collaboration with other staff, program partners, and vendors. Responsibilities include scheduling, writing, image manipulation, oversight of printing/publication, and coordination with mail house. Oversee publication projects created out-of-house, including seeking quotes, writing/gathering materials, and managing relationships with external designers and printers.
- **Email communications:** Organize email communications and segment Constant Contact lists. Design email form and survey updates.
- **Media Relations:** Plan, implement, manage, and evaluate publicity, including writing and distributing press releases and working with media outlets to secure coverage. Create and maintain

relationships with local, state, and national media to promote our work and increase general awareness of the humanities and their importance. Collaborate with program partners when needed to engage joint marketing campaigns for collaborative programs. Update and expand media contacts list.

- **Advocacy Support:** Assist with the creation of advocacy tools and advocacy communications for national and statewide advocacy campaigns.
- **Surveys:** Create, design, distribute, and manage online surveys.
- **Event support:** Provide event support, including creating and managing ticketing tools, marketing, creating or overseeing the creation of materials including sponsor packets, invitations, programs, signage and other decorative items.
- **Materials:** Manage the design and production of branded items such as banners, pens, pins, tote bags, etc. Help create brand template.
- **Branding:** Manage and monitor NMHC's brand identity through use of our name, logo, etc., by grantees and other program partners. Integrate website, social media platforms, etc., to conform with brand identity and consistent messaging.
- **Communications Plan:** Help program and senior staff develop and draft communications plan. Advise staff on best practices and policies/procedures regarding communications and marketing.
- **Other duties as needed.**

Other Details:

- May require occasional travel as assigned to photograph NMHC programs for image database.
- This is a work-from-home position.
- Pay based on experience.

To Apply:

Email the following to executivedirector@nmhum.org by May 31, 2019:

- a letter of interest with your qualifications
- a resume
- names, addresses, and telephone numbers of three references
- three samples of your writing for various media outlets or platforms (examples: Facebook or Twitter post, press release, brochure copy, newsletter article, etc.)

NMHC is an equal opportunity employer.