



Animal Protection of New Mexico, Inc.

P.O. Box 11395, Albuquerque, N.M. 87192-0395

(505)-265-2322 ext. 32; fax: (505)-265-2488

JOB DESCRIPTION

Updated: March, 2018

Title: **Communications Associate**

Position Responsibility: To bring about systemic change for animals in New Mexico through the execution of communications with donors, advocates, and the media in order to articulate the mission and work of Animal Protection of New Mexico and Animal Protection Voters.

Communications Associate will build and sustain APNM/APV's website, social media, email alerts and other digital content with attention to maintaining our brand and reputation for quality, reliability, and relevance in New Mexico's communities. Communications Associate will also manage the development and distribution of media releases and advisories.

Position Objectives:

- Manage online and social media content. Create rich and creative content that is in line with our brand, engages audience segments with timely and relevant communications, and leads to measurable action.
- Work closely with leadership team and program managers to shape program information, outcomes, and vision into effective communication materials (this is a very collaborative, hands-on environment).
- Work closely with Marketing Director to ensure unified, consistent messaging.
- Use monitoring tools that track communications targets and identify measurable benchmarks for success (Google Analytics, Meltwater, social media insight tools, Salsa insight tools). Manage the development and maintenance of all electronic media including, but not limited to press releases and media advisories, email alerts, videos, social media posts, special projects, etc.
- Participate in the annual strategic planning process.
- Play a major role in communications surrounding lobbying efforts during the state legislative session by assisting with monitoring daily activity on-the-ground and generating constituent communications to support legislative work. Be on call for quick-turnaround media releases and constituent communications during legislative sessions.

- In coordination with Marketing Director contribute photography for digital and print communications. Serve as official photographer at APNM and APV events.
- Establish system for sharing and managing digital assets with the Marketing Director.

Term of Employment: Full-time, APNM Salary Level 3

Location: Santa Fe office, occasionally Albuquerque office

Reports to: Marketing Director (direct supervisor), Deputy Director, and Chief Legislative Officer esp. during legislative sessions

Titles Reporting to Position: None at this time

Travel Requirements: Some travel around New Mexico is expected

Physical Requirements: No special requirements.

Qualifications:

- College degree required, with at least five years relevant experience in non-profit communications work.
- Ability to assess problems, identify issues, articulate potential solutions, and identify tools that facilitate positive outcomes.
- Ability to effectively and professionally communicate and work with staff (internal clients) and a diverse constituency (diverse in ethnicity, gender, age, opinions, etc.).
- Self-motivated, self-confident, and receptive to guidance and feedback.
- Excellent persuasive and professional writing skills.
- Excellent written and verbal communication skills.
- Can respond with flexibility to changes in work priorities and circumstances.
- Highly organized with the ability to manage multiple tasks simultaneously while meeting deadlines.
- Computer-literate and experienced in using a variety of computer software including email, Excel, Word, Powerpoint, database/advocacy software (Salsa Engage), Meltwater, Smartsheet.
- Strong background in and understanding of the animal welfare movement strongly preferred.
- Familiarity with New Mexico preferred.
- Team oriented.

Email resume and cover letter to daniel@apnm.org; Call Deputy Director Daniel Abram with questions (505) 265-2322, ext. 32.