



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: June 2017

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Title: Communications Manager

Position Responsibility: To bring about systemic change for animals in New Mexico by guiding organizational communications via social media, website, and public relations to consistently articulate the mission and work of Animal Protection of New Mexico and Animal Protection Voters. Communications Manager will build and sustain APNM/APV's brand and reputation for quality, reliability, and relevance in New Mexico's communities.

Position Objectives:

- Develop, implement, and evaluate APNM/APV's annual communications plans in collaboration with the leadership team.
- Address programmatic, fundraising, and other challenges through creative communications solutions that are in line with our brand.
- Work closely with leadership team and program managers to produce all 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 online and social media content. Create rich and creative content that is in line with our brand, engages audience segments, and leads to measurable action.
- Manage the development and maintenance of all electronic media including, but not limited to press releases, email alerts, videos, special projects, etc.
- Maintain brand and reputation, including participation in re-branding efforts, internal communications, and external media relations.
- Manage media relations by developing strong relationships with media reps and maximizing media opportunities. Ensure public views organizations favorably by proactively generating earned media stories.
- Participate in the annual strategic planning process, especially as it relates to brand

awareness and rebranding efforts.

- Play a major role in communications surrounding lobbying efforts during the state legislative session by assisting with monitoring daily activity on-the-ground and spearheading constituent communications and media efforts to support legislative work. Be on call for quick-turnaround media releases during legislative sessions.
- Oversee board/staff communications training and provide guidance and support as needed.
- Manage shared assets with Marketing Director

Term of Employment: Full-time, APNM Salary Level 4

Location: Albuquerque office, occasionally Santa Fe office primarily; Santa Fe office during the state legislative session

Reports to: Marketing Director & Deputy Director, Chief Legislative Officer esp. during legislative sessions

Titles Reporting to Position: None at this time

Travel Requirements: Some travel around New Mexico is expected; Commute or stay in Santa Fe during state legislative session

Physical Requirements: No special requirements.

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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 a diverse constituency (diverse in ethnicity, gender, age, opinions, etc.)
- Excellent “people skills” including sensitivity to others, persuasiveness, team and rapport building, listening skills, empathy, conversational ease, flexibility, assertiveness, and effectively handling confrontation.
- Self-motivated and self-confident
- 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.