



Employment Opportunity

Job Title: Digital Communications Manager

Posting Date(s): October 11, 2022 until position is filled.

Employment Start Date: ASAP

Employment Category: Regular, Hourly, Full-Time

Compensation: Competitive compensation, generous paid time off, 100% employer paid health insurance, 70% employer paid dental insurance; employee paid group vision insurance, and employer contribution of up to 1% of salary to a 401k retirement plan annually. Compensation: \$19.98 per hour (with no prior experience), with final offer based on demonstrated relevant experience.

Location: Remote (outside New Mexico) optional; we currently allow a work-from-home model.

Reporting: This position reports to the Chief Marketing and Communications Officer (CMCO). No positions report to this position.

Animal Protection New Mexico Background:

Since 1979, Animal Protection New Mexico has had a profoundly positive impact on animals, advocating their rights throughout the state, and helping create more humane communities that benefit people and animals. We are a mission-driven organization with a vision to *make humane the new normal*. As part of our team, you'll join a group of passionate, professional, and enthusiastic individuals working towards systemic change in our state and supporting the work of the Marketing and Communications department.

Summary of Position:

You could be who we are looking for, if:

- You have a passionate enthusiasm about social media
- You are excited about not only diving into but also understanding how to use various digital communications platforms in order to maximize effectiveness and response.
- You have excellent written skills, including editing and writing according to brand guidelines.
- You're a 'people person' with stellar interpersonal skills.

Animal Protection of New Mexico, Inc. APNM.org info@apnm.org

ALBUQUERQUE: PO Box 11395 Albuquerque, NM 87192 505.265.2322 505.265.2488 (fax)

SANTA FE: 1111 Paseo de Peralta Santa Fe, NM 87501 505.445.0500

- You are eager and excited about working with—and learning from—others in the animal advocacy space.

If all of the above apply to you, we'd like to hear from you.

Position Responsibilities:

As part of a nimble team under the direction of the CMCO, you'll be responsible for working with organization stakeholders to coordinate digital communications for Animal Protection New Mexico (APNM) and Animal Protection Voters (APV).

Responsibilities will include:

- Social Media
 - Collaborate with team members for the creation/publication of original content for social media accounts.
 - Serve as primary community manager for APNM and APV social media accounts, monitoring all accounts and researching opportunities for growth
- Email Communications
 - Coordinate email communications for APNM and APV, collaborating with key partners on content strategy, cadence, and audiences
 - Execute mass email campaigns from start to finish including writing, building, and sending
 - Utilize the platform to create lists/groups, channel responses appropriately, and adeptly maneuver the software to achieve our goals.
- Websites
 - With the CMCO and team members, regularly develop and update content for apnm.org and apvnm.org, and coordinate regular audit to review pages for accuracy
- Reporting
 - Utilize analytics in digital platforms (Google analytics, Sprout Social, and Salsa/EveryAction) to create formal reports each quarter, regularly report results of campaigns to team, and provide trend insights to the CMCO
 - Produce regular media mention and relevant topic reports for the team
- Media Relations
 - Utilize press management platform and collaborate with team members to edit, send, and assist with follow up on press releases.
- Write, edit, proofread, and fact-check copy for multiple types of projects and audiences
- Serve as an effective customer service representative of the Marketing & Communications team, coordinating incoming needs and requests related to digital communications
- Stay current on digital communications best practices and trends.

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- Maintain a thorough, current knowledge of New Mexico.
- Perform additional duties as assigned

Other Essential Information:

Work Day: Normally, Monday – Friday, 40 hours/week, with additional overtime possible during state legislative session (January through March), advance permission from CMCO required for overtime.

Skills and Competency Areas:

To be considered for this position, the following list of qualifications must be demonstrated:

- Strong verbal and written communication skills, with attention to grammatical accuracy
- Ability to write effectively in a variety of contexts
- Strong technical aptitude and ability to learn new systems as needed
- Ability to think creatively to develop new solutions and systems
- Ability to manage multiple deadlines and priorities simultaneously
- Demonstrated reliable, regular, and predictable work attendance
- Eagerness to take on and complete a variety of assignments
- Desire to work in and support a collaborative team environment
- Macintosh computer-literate

Education/Experience:

- Bachelor’s degree or a combination of equivalent experience in digital production, marketing, communications, or related field
- Two or more years of employment experience and demonstrated success in the digital communications field or demonstrated equivalent knowledge, skills and experience
- Experience developing and distributing bulk email campaigns using CRM software
- Demonstrated experience using the following or similar platforms: MS Office for Mac (Outlook, Word, Excel), Smartsheet, Salsa Engage, EveryAction, Critical Mention, Sprout Social
- Graphic Design portfolio showing print and digital work is a plus
- Demonstrated experience using social media platforms (Facebook, Twitter, Instagram, LinkedIn, YouTube)

Travel Requirements:

None

Minimum Physical Requirements:

Normal office/computer work

Benefits:

How to Apply:

Send **resume and cover letter** (*and link to your online portfolio if available*) via email with subject line “DIGITAL COMMUNICATIONS MANAGER” to hr@apnm.org

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