



Employment Opportunity

Since 1979, Animal Protection New Mexico has championed the rights of animals across the state, creating more humane communities for everyone. Our mission-driven ethos is not just a statement; it's the heartbeat of our organization. We're now looking for a Digital Communications Manager who shares our passion for animal protection and is eager to make a tangible impact through their work.

Job Title: Digital Communications Manager

Posting Date: April 3, 2024 until the position is filled.

Location: Santa Fe, New Mexico-based, with the option of working from a home-based office for portions of the job.

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

Compensation: Competitive compensation, generous paid time off, 100% employer paid health insurance, 85% employer paid dental insurance; 30% employer paid group vision insurance, employer paid \$10,000 accidental death and dismemberment policy, and up to 1% of salary employer contribution to a 401k retirement plan annually.

Full-Time Starting Salary: \$44,141 (with no prior experience), with final offer based on demonstrated relevant experience.

(Example: Candidates with 10 years of experience will earn approximately \$49,659.)

Ideal Candidate:

- Possesses a deep-rooted passion for animal protection.
- Is a social media enthusiast, skilled in leveraging it to promote our mission.
- Excels in using various digital platforms to enhance our organization's reach and effectiveness.
- Demonstrates excellent writing skills, adhering to brand guidelines.
- A true 'people person,' with outstanding interpersonal skills.
- Keen to collaborate and learn within the animal advocacy community.
- Shows interest in legislative advocacy for animals.

Job Overview:

As a key member of our nimble team under the direction of the CMCO, you'll be responsible for working with organization stake holders to coordinate digital communications for **Animal Protection New Mexico (APNM)** and our legislative arm,

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

ALBUQUERQUE: PO Box 11395 Albuquerque, NM 87192 505.265.2322
SANTA FE: 1111 Paseo de Peralta Santa Fe, NM 87501 505.445.0500

Animal Protection Voters (APV).

Your role involves:

- **Social Media:** Leading our social media presence, including content creation and community management. You'll be the digital voice of APNM and APV, looking for growth opportunities.
- **Email Communications:** Managing email strategies and campaigns, ensuring effective communication with our community.
- **Websites:** Collaborating in maintaining and updating our websites, ensuring content accuracy and relevance.
- **Legislative Session:** Providing crucial support during legislative sessions, including after hours work, keeping our supporters informed.
- **Reporting and Analytics:** Using tools like Google Analytics and Sprout Social to generate insightful reports.
- **Media Relations:** Assisting in managing press releases and media interactions.
- **Customer Service:** Acting as a liaison for digital communications inquiries.
- **Professional Development:** Staying informed about digital communication trends and New Mexico's political landscape.

Work Schedule:

- Regular hours: Monday – Friday, 40 hours/week.
- Overtime as required, particularly during the state legislative session (January through March).

Skills and Competencies:

- Strong communication skills, both verbal and written.
- Technical proficiency and quick learning ability for new systems.
- Creative thinker with excellent problem-solving skills.
- Able to manage multiple deadlines effectively.
- Demonstrated reliability and commitment to regular work attendance.
- A team player with a desire for collaborative success.
- Proficiency with Macintosh systems.

Education/Experience:

- Bachelor's degree or equivalent experience in digital communications, marketing, or related fields.
- At least two years of relevant experience.
- Skilled in using CRM software for email campaigns.
- Experienced with social media management and MS Office for Mac.
- Graphic design skills are a plus, but not mandatory.

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Travel Requirements:

- Travel within New Mexico as needed and relevant to the work.
- Must have (or obtain within 3-months from the date of hire) and maintain a current, valid State of New Mexico driver's license; must have and maintain an insurable driving record under APNM's vehicle insurance policy.
- Any employee using their personal vehicle for APNM business must have and provide proof of current liability insurance that meets or exceeds State-required minimum coverages, or other coverages required by APNM.
- Work-related mileage is reimbursed.

Minimum Physical Requirements:

Candidates must be able to sit (or stand if preferred) for long periods of time to perform customary office/computer work.

Additional Notes:

- We are passionate about building a collaborative, innovative team culture.
- We offer unique opportunities for professional growth and development.
- This position is open to New Mexico-based candidates only.

If you're ready to contribute to a cause that matters and grow professionally in a supportive, dynamic environment, Animal Protection New Mexico might just be your next professional home. Join us in making a difference for animals and people throughout New Mexico.

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