

## MARKETING & COMMUNICATIONS SPECIALIST Job Description

Reports to: Director of Philanthropy  
Department: Development  
Classification: Full time salaried, Exempt, Hybrid  
Salary Range: \$70,000-\$75,000

### **JOB SUMMARY**

The Marketing & Communications Manager is responsible for all marketing and public relations activities, internal communications as well as supporting our fund development goals through online fundraising campaigns. The Marketing & Communications Manager reports to the Director of Philanthropy. The Marketing & Communications Manager, in coordination with the Director of Philanthropy, will develop an Annual Marketing Plan that aligns with the Annual Fundraising Plan.

### **DUTIES & RESPONSIBILITIES**

*The following is intended to be representative of the work performed by incumbents in this position and is not all-inclusive. The omission of a specific duty or responsibility will not preclude it from the position if the work is similar, related, or a logical extension of position.*

#### Marketing:

- Create and execute digital content strategy that includes social media (Facebook, Instagram, LinkedIn), email newsletter (MailChimp), and website.
- Develop and manage content calendar.
- Collaborate with Development and Program colleagues to design (with Canva), write content for, and oversee production of print marketing materials, including annual Impact Report, brochures, newsletters, signage, business cards, and other collateral
- Gather stories and data from program staff, and/or interview staff, students, and families to tell the story of the organization's work and impact.
- Coordinate with program staff to ensure photos of programs and events are secured and necessary photo releases are obtained, and manage photo archive.
- Support internal communications initiatives, including monthly employee newsletter content.

#### Fundraising:

- Collaborate with the Director of Philanthropy and Development Associate to design, launch, and manage online fundraising campaigns to support fund development goals.
- Occasionally oversee design and write content for print fundraising collateral, such as newsletters, one-pagers, and brochures.

#### Public Relations:

- Oversee earned media strategy, including developing press lists, nurturing relationships

with reporters, writing press releases, pitching journalists, and organizing media events.

- Provide media training and talking points to leadership and spokespeople ahead of media events or interviews.

### **MINIMUM QUALIFICATIONS & COMPETENCIES**

Bachelor's degree in English, Literature, Creative Writing, Journalism, Communications, or Marketing - or equivalent experience

Three years' relevant experience

Strong writing and editing skills

Commitment to social justice

Experience using data and analytics to inform marketing strategy

Experience with PR and press outreach

Experience with Canva, Google Workspace, and Wix

Strong organizational skills and ability to multitask

Collaborative mindset

Ability to thrive with minimal direct supervision / management

Ability to communicate effectively internally with team and externally with stakeholders

### **PHYSICAL REQUIREMENTS:**

Work Environment: Office/Community

Lifting Requirement: 25 pounds

Travel Requirements: Minimal local travel within Santa Fe

Valid driver's license

Transportation

Auto insurance

Pass SFPS background checks

The physical requirements described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

*The statements contained above describe the scope of the responsibility and essential functions of this position, but should not be considered to be an all-inclusive listing of work requirements. Individuals may perform other duties as assigned including work in other areas to cover absences or relief to equalize peak work periods or otherwise balance the workload. Other duties may be assigned by the Executive Director.*