

Director of Communications

JOB DESCRIPTION

JOB INFORMATION

Job Title	Director of Communications	
LOCATION	Office ☒	Remote ☒

JOB SUMMARY

Summary:

The Director of Communications will amplify NMCSAP's vision and impact by developing and implementing an integrated communications strategy to raise awareness about sexual violence, elevate the stories and experiences of survivors and communities, and grow NMCSAP's public profile and base of supporters. The Director of Communications works closely with the Executive Director, Board of Directors, NMCSAP program leadership, and training and communications staff to build and facilitate relationships with public, media, government officials; corporate investors, and donors.

DUTIES AND RESPONSIBILITIES *This is not exhaustive and may be supplemented as necessary*

Communications Strategy Development & Implementation

- Develop and implement NMCSAP's communications strategy in alignment with our mission, vision, and values to educate the public about sexual violence and NMCSAP's work and impact.
- Manage, track, and evaluate communications strategies.

Media Relations

- Write and distribute press releases and assist with op-eds, coordinating with partner organizations as appropriate.
- Monitor news items and current events to make recommendations for response, commentary, or involvement by NMCSAP and to respond in a timely manner to breaking news and inquiries related to NMCSAP's mission and goals.
- Build and maintain trusted relationships with members of the press and relevant media outlets.
- Manage a media database, field media requests, pitch stories and interviews to targeted reporters, draft talking points, and message grids.
- Provide support to NMCSAP's spokespeople and partners, including preparing individuals for interviews, creating talking points, and setting up interviews.
- Serve as the primary contact for the media and a spokesperson for NMCSAP, when appropriate.

Donor and Corporate Relations

- Collaborate with the Executive Director and Board of Directors to develop and implement an annual fundraising plan.
- Oversee donor and corporate sponsor recruitment, engagement, and retention activities.
- Create organizational materials for donor and corporate sponsor development.
- Monitor and evaluate the effectiveness of development activities to ensure they are achieving the desired outcomes.

Digital Presence

- Work with the Communications and Training Coordinator to manage NMCSAP's digital platforms.
- Create regular content on NMCSAP's blog and key social media channels.
- Create and disseminate social media toolkits for partners/public.

Collateral Materials & Publications

- In collaboration with other staff, develop communications and outreach materials (e.g., monthly e-newsletters, timely e-blasts, blogs/vlogs, talking points, factsheets, issue briefs, donor communications, email signatures, etc.).
- With Communications and Training Coordinator, serve as in-house designer for collateral, presentations, signage, and promotional materials. Work with contract graphic designer on larger graphic design projects.
- Capture and edit engaging photos and videos to highlight programs, events, and impact.
- Ensure messaging and branding is accessible and consistent with NMCSAP's values, voice, and strategic priorities.

Other Duties

- Provide support, consultation, training, and technical assistance to NMCSAP sexual assault services and children's advocacy center partners to assist them with their communications and public relations strategies.
- Assist with and participate in NMCSAP events and trainings, as requested.
- Track time and activities and complete required documentation for reporting to funders.
- Supervise and support communications staff and interns/volunteers.
- Assist with the preparation of grant reports, as requested.
- Provide input on relevant program and project budgets, as requested.
- Perform other duties as assigned.

MINIMUM EDUCATION AND QUALIFICATION REQUIREMENTS

- Minimum of five (5) years related professional experience AND bachelor's degree in communications, public relations, marketing, or other closely related field; **OR** eight (8) years related professional experience.
- Two (2) to three (3) years of supervisory experience.
- Proven ability to create compelling communications across various communications channels (e.g., traditional media, social media).
- Demonstrated strong written and verbal communications skills to convey complex concepts, research, and analysis in a clear and concise manner.
- Experience creating and editing impactful photos and video to support brand strategy.
- Knowledge/understanding of sexual violence, social justice, and anti-oppression work.
- Experience working throughout New Mexico communities and honoring the diversity of the state.
- Demonstrated success with managing complex projects, including engaging and coordinating with other partners.
- Proficiency with technology and platforms required for the functions of the position, including website management (WordPress), email marketing (EveryAction), social media (Facebook, X, Instagram, YouTube, etc.), graphic design & video editing (Adobe Creative Cloud, Canva), and Microsoft Office (Word, Excel, and PowerPoint) and Google Suite.

Preferred Qualifications

- Experience with political advocacy and/or issue campaigns.
- Existing relationships with members of the press and relevant media outlets in New Mexico and nationally.
- Experience and comfort with speaking with the media.
- Experience working with a coalition or statewide organization.
- Experience working in and knowledge of victim service systems within New Mexico.
- Experience working with/supporting survivors of sexual violence.

- Bilingual in English and Spanish.

SALARY/BENEFITS

- Salary range of \$75,000 - \$85,000 commensurate with education and experience.
- Full-Time (30 – 40 hours per week)
- Health Insurance - employee premium 100% paid by employer (+ employee payments for higher level of insurance and/or dependents)
- NMCSAP's office is in Albuquerque. However, staff are primarily working remotely and telecommuting within New Mexico is allowed. This position offers a flexible remote work environment; however, the candidate must be located within a reasonable distance from our office to attend on-site meetings, collaborate with the team, and participate in special events as needed.
- Some travel required throughout NM.

- **To Apply**

- Send resume, letter of interest and three professional references to theresaa@nmcsap.org. No phone calls, please. Questions about the position, start dates, etc. will be accepted at this address.

NMCSAP is an Equal Opportunity Employer.

"Studies have shown that women, nonbinary folks, and People of Color are less likely to apply for jobs unless they believe they meet every single one of the qualifications as described in a job description. NMCSAP is committed to building a diverse and inclusive organization and we are most interested in finding the best candidate for the job. That candidate may be one who comes from a background less traditional to our field of work, and that's okay. We would strongly encourage you to apply, even if you don't believe you meet every one of the qualifications described. We are an equal opportunity employer, and we strongly encourage people of color to apply for open positions".