



MARKETING AND COMMUNICATIONS MANAGER

Reports To: Executive Director

POSITION SUMMARY:

The Marketing and Communications Director is responsible for spearheading, developing and implementing the Cancer Foundation for New Mexico's marketing activities and outreach.

ESSENTIAL FUNCTIONS AND RESPONSIBILITIES:

- Develop and implement overall marketing strategies, timelines and budgets to help Foundation revenue and engagement.
- Execute all traditional marketing activities including media buys, print media, press releases, direct mailings and oversee collateral design and production.
- Responsible for developing, printing and mailing all communications and marketing materials related to all events and fundraising campaigns for the Foundation.
- Oversee social media accounts & communications; ensure strategic social engagement, and consistent messaging on the Cancer Foundation website.
- Write and design monthly email marketing newsletters and weekly email marketing campaigns leading up to events.
- Schedule and coordinate photographers and videographers to enhance the Cancer Foundation's marketing assets and events.
- Schedule and coordinate media interviews and fulfill media requests as needed.
- Coordinate efforts with Development Dept. to target specific traditional print and social media outlets to raise awareness and increase giving opportunities for both businesses and individuals.
- Coordinate with Executive Director and Board of Directors for the planning, organizing and budgeting of all marketing for the Foundation.
- Provide support and other duties as assigned.

REQUIRED QUALIFICATIONS (INCLUDES EDUCATION, SKILLS AND EXPERIENCE): *The requirements listed below are representative of the knowledge, skill, and/or ability required. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.*

- 5-6 years of work experience.
- Experience in leading corporate or nonprofit traditional and digital marketing efforts.
- Excellent interpersonal and communication skills.
- Evidence of a collegial and collaborative work style and the ability to work as part of a close-knit team.
- Strong organizational skills and a high attention to detail.
- Ability to prioritize and handle multiple tasks and meet deadlines.

NEEDED ATTRIBUTES or CORE COMPETENCIES:

- Be a team player and be able to work with a diverse group of people.
- Be able to work with a high level of work ethics and integrity.
- Be self-motivated and require little to no supervision.
- Be able to maintain a high level of confidentiality
- Be able to multi-task and handle multiple deadlines.
- A positive outlook on life, self-assurance, and a good sense of humor are critical for success in this position with the foundation.

WORKING CONDITIONS AND PHYSICAL EFFORT: *The physical demands 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.*

- While performing the duties of this job the employee is regularly required to sit, stand, walk, talk, listen, and reach with hands and arms.
- This position requires frequent manual dexterity in combination with eye/hand coordination such as keyboarding, handling of equipment, use of calculator, etc.
- While performing the duties of this job the employee is occasionally required to climb or balance, stoop, kneel, crouch, or crawl.
- Specific vision abilities required by this position include close vision, distance vision, color vision, peripheral vision, and the ability to adjust focus.
- The employee may occasionally lift and move up to 25 pounds and occasionally lift and/or move up to 50 pounds.
- The noise level in the work environment is usually low to moderate.
- Travel locally, to Albuquerque and to Northern NM will vary, but will be reimbursed by the foundation.