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 stakeholders to coordinate digital communications for Animal Protection New Mexico (APNM) and our legislative arm,
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.
**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