

NEW MEXICO SCHOOL FOR THE ARTS- ART INSTITUTE (NMSA-AI)
Communication and Marketing Associate Position Description

Position: Communication and Marketing Associate **Date:** June 2021 **Status:** Exempt
Reports to: Annual Fund Director
Annual Schedule: Full-Time, year-round, 40 hours/week

Summary

The Communication and Marketing Associate advances the mission of NMSA-AI by controlling the flow of information between the organization and the public. The primary role of this position will be to plan, organize, and implement a fundraising-specific marketing and communication strategy and calendar. This position should be focused on donor-related school affairs and events and should guide and execute donor and prospect cultivation and stewardship efforts through regular, targeted communication. This position is integral to NMSA-AI's public perception.

Working with the Annual Giving Director, they will also develop other marketing content for fundraising events, special fundraising initiatives and assist with the design of appeals. This position will craft segmented messaging for various constituent types and maintain reporting and analysis of marketing and communication success.

Communication and Marketing Responsibilities

- ◆ Share the story of NMSA with donors and prospects by creating and distributing online and offline marketing and communication materials.
- ◆ Work with Annual Giving Director to create and implement annual fundraising materials and invitations.
- ◆ Implement systems and processes to produce all email campaigns, soliciting content from internal sources, and manage review, testing, and sending.
- ◆ Create and distribute online and offline marketing and communication materials,
- ◆ Lead digital execution across email, website, and social media of fundraising and engagement campaigns throughout the year.
- ◆ Work with department chairs to develop a season event calendar and materials.
- ◆ Work with Admissions and Community Engagement to revise materials
- ◆ Coordinate the design of promotional material and distribute in online and offline channels
- ◆ Advertise our school's successes and events on various media
- ◆ Plan interviews and press conferences
- ◆ Produce marketing copy for our website
- ◆ Craft and send regular newsletters with company updates
- ◆ Track ROI for marketing campaigns
- ◆ Monitor corporate website and social media pages and address clients' queries
- ◆ Work with the website managers to identify problems and solutions.
- ◆ Gather stakeholder feedback to inform sales and product teams
- ◆ distribute press releases, media relations content, newsletters content, and speaking proposals
- ◆ Promote the organization through public relations initiatives
- ◆ Manage NMSA-AI's social media assets, including campaign ideation and execution
- ◆ Identify, develop and execute communications strategy for key media contacts and corporate supporters
- ◆ Develop and manage media relationships and coordinate/manage press interviews
- ◆ Research media coverage and industry trends
- ◆ Build meaningful relationships with key journalists
- ◆ Create and maintain marketing and promotional materials, both print and electronic
- ◆ Work with publication vendors for timely ad submissions
- ◆ Design and launch email marketing fundraising campaigns
- ◆ Maintain website design and operation
- ◆ Brief Annual Giving Director on design, copy, image, and content needs for promotional and fundraising literature and activities
- ◆ Act as a brand steward, upholding brand and trademark standards and consistency in all projects

Administrative

- ◆ Generate reports and analytical nuggets related to digital and print communication results
- ◆ Make presentations to the Board of Directors and participate in sub-committees as assigned.
- ◆ Increase operational efficiency and help set up and improve workflow processes when and where needed
- ◆ Track and report on agreed measures of success.
- ◆ Other Duties as Assigned.

Position Qualifications:

- ◆ A bachelor’s degree in marketing, communications, business, public relations, or relevant field or three years related work experience preferred
- ◆ Passion for NMSA’s mission and making a difference
- ◆ Proven work experience as a Marketing Communications Specialist or similar role preferred
- ◆ Confident communicator and outstanding interpersonal skills
- ◆ Strong writing, editing, copywriting, proofreading, and layout/design skills are essential
- ◆ High degree of problem-solving abilities
- ◆ Superior project, time, and organizational management skills
- ◆ Have a strong public presence – articulate, optimistic, and energetic with the ability to motivate and inspire people at all levels.
- ◆ Flexibility with changes in task and priorities along with using sound judgment
- ◆ Hands-on experience with web content management tools, like WordPress
- ◆ Proficiency in MS Office and Adobe Acrobat
- ◆ Knowledge of Google Analytics
- ◆ Knowledge of Mailchimp
- ◆ Experience with marketing campaigns on social media
- ◆ Attention to detail a must.

Expectations

- ◆ Full-time, year-round position, willing to commit to working set office hours, 5 days a week which will include some weekends and evenings with an adjusted schedule based on scheduled events.

Diversity & Inclusion:

We are an equal opportunity employer and value diversity. We do not discriminate on the basis of race, religion, color, national origin, gender, sexual orientation, age, marital status, veteran status, or disability status.

Signatures:

Employee: I have reviewed this job description and agree it is an accurate representation of the responsibilities of my job. I understand that as an organization’s needs change, my job description will change.

Signature of Employee _____ Date _____

Supervisor: I have reviewed this job description and agree that it is an accurate representation of responsibilities performed in this job.

Signature of Supervisor _____ Date _____