



NewMexicoWomen.Org Communications and Social Media Manager Job Description

Position title: Communications and Social Media Manager

Reports to: Executive Director

Location: Hybrid position with in-person meetings in Santa Fe and travel statewide (must live in New Mexico)

Exempt/non-exempt status: Exempt 24-hour per week, with benefits

About NewMexicoWomen.Org:

NewMexicoWomen.Org (NMW.O) advances opportunities for self-identified women and girls statewide so they can lead healthy, self-sufficient, and empowered lives. The strategic focus of our work is gender justice and healing. Gender justice encompasses social, environmental, racial, and economic justice issues with an underlying commitment to end patriarchy. Healing, a process of restoring health from an unbalanced or unhealthy state, is a priority because communities statewide have emphasized it as both a powerful restorative process and outcome unto itself.

Organizational Strategic Goals:

- **Strengthen** the gender justice movement in New Mexico by partnering with organizations primarily led by, or serving self-identified women of color, low income, immigrant, and rural communities.
- **Serve** as a hub and resource to amplify the work of those supporting or working towards gender justice and healing at the grassroots level.
- **Increase** philanthropic investment in organizations working on gender justice and healing for self-identified women and girls in New Mexico.
- **Shift** the narrative around gender justice, healing, and intersectional feminism in New Mexico.

About Our Communication Strategy

The aim of NMW.O's communications strategy is to support our mission and to convey an informed, accessible, creative, and values-based tone with all our communications. Our communications are shaped by our current *Gender Justice and Healing* strategy. To reach our current goals, NMW.O is committed to being inclusive in our communications when it comes to cultural contexts, language and learning styles, and the use of multi-media approaches. Additionally, in keeping with our mission, we aim to center the voices and experiences of marginalized communities including self-identified women and girls of color, Indigenous and Black women, the LGBTQ+ community, low income, rural, and immigrant communities.

NMW.O's Overall Communications Goals:

- Shift narratives around feminism, racism, patriarchy, sexism, healthy masculinities, and other gender justice issues in New Mexico.
- Strengthen the gender justice movement by communicating about the work of our community partners.
- Serve as a hub and thought leader for intersectional feminism and gender justice issues in New Mexico, in connection with national movements.

About this Position:

The Communications and Social Media Manager (CSMM), in partnership with the Executive Director and the leadership team, will craft and implement the organization's communications strategy. The CSMM will design narrative shifting campaigns; communicate about the work of NMW.O, our community partners, and the national gender justice movement; manage NMW.O's social media platforms; maintain the organization website; and produce a monthly newsletter. The CSMM is also responsible for drafting and strategically placing articles and op-eds and supporting the fundraising efforts of the organization where it intersects with communications. NMW.O encourages a culture of



collaboration and shared leadership. Given the size of our organization, the CSMM will partner with different staff, community partners, and contractors to brainstorm and produce communications that align with ongoing programmatic work and fundraising needs.

Principal Responsibilities

- Lead the development and implementation of an overall communications strategy, including the activities related to each communication platform (e.g. website, newsletter, social media).
- Manage communications campaigns, including: drafting campaign proposals, implementing campaigns, and monitoring and evaluating campaign outcomes.
- Partner with leadership team to identify strategic communication opportunities both nationally and locally to increase organizational profile.
- Publish website updates, coordinate with web designers, as needed, and steward any strategic website changes.
- Manage and draft the weekly social media content.
- Manage the monthly newsletter production including: content creation, design, and publication.
- Co-draft and edit articles, blogs, and op-eds.
- Partner with the resource development team to produce annual reports and appeal campaigns.
- Lead the communications for in-person and virtual organizational events.
- Coordinate radio and TV appearances, conference presentations, and videos, as needed.
- Support outreach and communications to grantee and community partners, where needed.

Required Competencies

- Commitment to the mission of NMW.O, values of intersectional racial and gender justice, and practice of equity in all aspects of the work.
- Ability to understand and connect the relationship between local issues and national events pertaining to gender and racial justice.
- A Bachelor's degree or three years of relevant professional work experience.
- Proficient in use of software, including: Microsoft Office, Outlook, Canva, Facebook, Instagram, Twitter, YouTube, Zoom, Constant Contact (or similar platform), and Wordpress (or similar platform).
- Experience with social media platforms and content creation including photo and video editing capabilities.
- Commitment to ongoing learning of new programs, apps, and software systems, as needed for the role.
- Excellent writing, editing, and copy-editing skills.
- Excellent organizational skills.
- Experience facilitating meetings and harnessing collective input toward a shared goal.
- Ability to prioritize competing tasks and projects.
- Ability to take initiative and be resourceful.
- Strong attention to detail.
- Commitment to ongoing learning as terms, language, and awareness around gender justice issues shift and emerge.
- Ability to brainstorm and make decisions collaboratively with a team.
- Experience and knowledge working with New Mexico's diverse communities.
- A sensitive and nuanced approach to stewarding and telling the stories of our partners and communities in a respectful, strengths-based, and collaborative manner.
- Ability to maintain confidentiality around sensitive information.
- Ability to lead with humility, humor, kindness, and flexibility.
- Strong critical thinking skills, curiosity, and eagerness to learn from community members, peers, and partners.



- Willingness to address conflicts or issues as they arise.
- Self-reflective approach and willingness to offer and receive feedback in service of professional growth.

Preferred Competencies

- Strong understanding and analysis of gender and social justice topics and issues specific to New Mexico.
- Experience working with New Mexico based non-profits, community organizing, community development, and/or the philanthropic sector.
- Connection to the lived experience of self-identified New Mexican women, transgender and/or gender nonconforming individuals and a commitment to sharing that experience through our communications.
- Commitment to centering the voices and experiences of marginalized communities including self-identified women and girls of color, Black and Indigenous women, the LGBTQ+ community, low income, rural and immigrant communities.

Working Conditions

- NMW.O encourages work flexibility to ensure a harmonious work-life balance.
- Employees can work from home, with agreed upon expectations, defined goals, and clear communication practices in place.
- This position will require in-person meetings and travel to Santa Fe for staff meetings and other community meetings.
- This is a year-round position that may require some evening and weekend hours, including statewide travel and occasional attendance to local and national conferences.
- Work requires only minor physical exertion and/or physical strain.
- NMW.O staff are encouraged to engage in movement and self-care practices regularly.
- NMW.O is an equal opportunity employer that actively seeks a diverse work force. We consider applicants for all positions without regard to race, color, religion, sex, age, national origin, ancestry, disability, marital status, sexual orientation, gender expression, or any other legally protected status. Self-identified women of color, trans, and non-binary people are strongly encouraged to apply.

Compensation: The salary range for this position is pro-rated at \$34,000-\$36,000 for 24 hours of work per week, which is considered part-time. NMW.O offers competitive benefits for part-time staff and generous amounts of paid time-off.

To Apply: Send a resume, cover letter, at least one communications-related writing sample such as an op-ed or blog article, public or professional social media profile and a list of three references to info@newmexicowomen.org by October 31, 2022.

Disclaimer: The above information indicates the general nature and level of work performed by this position. It is not designed to contain or be interpreted as a comprehensive inventory of all duties, responsibilities and qualifications required of employees assigned to this position. NMW.O has the right to revise this position description at any time. This position description is not a contract of employment and does not alter employee's at-will employment status.