Marketing and Communications Manager

Reporting to the Cabinet Secretary for the New Mexico Department of Cultural Affairs, the Marketing and Communications Manager oversees the flow of information between the department and the public. The Manager works closely with the senior leadership of the department as the communications partner on a variety of mission-driven initiatives. In this capacity, the Manager determines the department’s communication and marketing strategy, manages public relations campaigns and is often the face of the department at media events.

Responsibilities

- Develop, implement and evaluate a cohesive communications and marketing strategy for the department.
- Manage media relations, including preemptive planning and crisis management.
- Ensure quality and accuracy of all information released.
- Lead the development of online departmental content.
- Identify and maintain effective communications vehicles; manage all media contacts.
- Manage the development, distribution, and maintenance of departmental print and electronic collateral.
- Provide mentorship of and coordinate with staff working on marketing, public relations and communications staff within divisions.
- Coordinate webpage maintenance with IT to ensure new and consistent information (links, stories, events, etc.).
- Develop and track metrics for success.
- Serve a Public Information Officer for the department

Qualifications

The ideal candidate will have at least 5 years of communications experience, ideally in an “in-house” leadership role within a complex (number and variety of constituents) government and/or nonprofit entity, and covering areas such as website content, newsletters, and communications. The ability to take knowledge and transform it into exciting and useful messages, and disseminate it to the right audiences.
through the best distribution channels is critical. Knowledge of and familiarity with culture and/or New Mexico a plus.

Specific requirements include:

- Four-year degree in communications, marketing or related field with 5+ years of communications experience.
- Highly collaborative style; experience developing and implementing communications strategies
- Excellent writing/editing and verbal communication skills
- A strong track record as an implementer who thrives on managing a variety of key initiatives concurrently
- High energy, maturity, and leadership with the ability to serve as a unifying force and to position communications discussions at both the strategic and tactical levels
- Sincere commitment to work collaboratively
- Self-starter, able to work independently, and entrepreneurial; enjoys creating and implementing new initiatives

The position is a full-time, exempt position within state government. Based in Santa Fe, regular travel will be required as well as weekend and evening hours. Salary is $80,000-85,000, with benefits and PERA retirement package.

To apply, please send cover letter and resume to NewMexico.Search@state.nm.us. Position is open until filled; the deadline for the first round review is October 10, 2019.

About the Department of Cultural Affairs

The Department of Cultural Affairs is New Mexico’s cultural steward. Its mission is to preserve, foster and interpret New Mexico’s diverse cultural heritage and expressions for present and future generations, while enhancing the quality of life and economic well-being of the state. With eight museums, nine historic sites, arts, historic preservation, archeology and library programs, the Department is among the largest state cultural agencies in the nation. Over 1.6 million people visit the Department’s facilities and participate in programs and services each year, helping to support a $5.6 billion cultural industry in New Mexico. Another 1.4 million people attend arts programs funded by arts grants. Over 7 million visits are made to public and tribal libraries across New Mexico annually.

Founded in 1909 as the Museum of New Mexico, the Department’s origins predate statehood. Currently, the Department consists of 15 divisions, each with its own statutory authority and responsibility. The Department has nine boards/commission appointed by the Governor as policy-making or advisory bodies over specific divisions. Five private foundations as well as various “friends” groups provide additional programmatic support for various museums. DCA owns and cares for 191 buildings comprising 1.3 million square feet on 16 campuses, totaling 1,000 acres. The 2019 fiscal year budget is $45 million, primarily from the State’s General Fund (77%), other State revenue (15%) and various Federal funds (8%) as well as capital outlay. The Department has a staff of 498 FTE working across the state.