

Director of Marketing

New Mexico Partnership

Position Summary:

The Director of Marketing is responsible for establishing and managing marketing programs and communications and creating content to further the organization's economic development goals. The Director of Marketing works directly with the President & CEO to develop strategic marketing programs and initiatives. This position also works closely with the Business Development Team to create meaningful and effective messaging and marketing materials as needed to support recruitment efforts. The Director of Marketing is responsible for maintaining the organization's social media, website, and other marketing materials. This is a salaried position eligible for full benefits. Starting range \$70,000 - \$85,000, depending on experience.

Responsibilities:

- Oversee creation of all marketing materials, brochures, social media posts, ads, website, etc.
- Oversee updates to website and manage contractor for hosting services.
- Organization will be doing an entire overhaul and redesign of the website in FY 2025. This position will oversee the update, work with contractor on content creation, organization, and overall management of the project.
- Manage social media platforms (LinkedIn, Facebook, X)
- Manage the monthly outbound communications with site selectors and other target audiences.
- Manage any marketing related vendors, such as the Livability Magazine program.
- Assist with Trade Shows, Sales Missions, and Familiarization Tours including content preparation, suggested messaging, and other responsibilities as directed.
- Prepare monthly, quarterly and annual marketing metrics and other reports.
- Other duties as directed.

Position Requirements:

- Bachelor's degree in relevant or equivalent experience
- Knowledge of Adobe suite including InDesign or other design software
- Knowledge of contemporary marketing, communications, and business development strategies and tactics
- Ability to participate in non-traditional work schedule meetings and events
- Skills in oral and written presentations

- Ability to manage portions of the budget
- Skilled in managing and interpreting social media and website analytics
- In-state and out-of-state travel as necessary