



## Job Description

<b>Job Title:</b>	Director of Communications and Marketing		
<b>Job Level:</b>	N/A	<b>FLSA Status:</b>	Exempt
<b>Reports To:</b>	Executive Director		

### GENERAL SUMMARY

Oversees MFA’s internal and external communication including its website, intranet and all electronic and printed materials and documents. Is responsible for developing and implementing a marketing strategy, marketing MFA and its programs through general and targeted marketing campaigns, earned media, and signage. Works to increase MFA’s name recognition and understanding of the organization’s mission through public events, media relationships and presentations.

### ESSENTIAL DUTIES & RESPONSIBILITIES

*The intent of this job description is to provide a representative summary of the major duties and responsibilities performed by incumbents of this job. Employees may be requested to perform job-related tasks other than those specifically presented in this description.*

- Create and implement a multi-level outreach and marketing strategy.
- Ensure that all messaging is clear, well-written, meets MFA style guidelines and has a consistent voice. Requires both writing new material and editing documents produced throughout the organization including e-blasts, award submissions, program manuals and correspondence.
- Oversee all content and messaging on MFA’s social media channels.
- Manage MFA’s website, intranet and master contact list, ensuring that they stay current. Refresh and redesign website and intranet every three to four years. .
- Create and update printed and electronic collateral materials including general and program-specific brochures, factsheets and posters.
- Produce the MFA Housing Directory every-other year. Other documents, including MFA’s printed and electronic annual report, produced every year.
- Plan and execute the biannual New Mexico Housing Summit and the alternate-year MFA open house.
- Assist in planning MFA-sponsored events such as regional meetings, out-of-town board meetings, board retreats and public presentations. Work with MFA partners to plan ribbon cuttings and grand openings; generate press releases and press coverage.
- Select and coordinate sponsorships of trade shows, conferences and fund raisers. Create conference program ads and arrange to set up, staff and supply vendor booth.
- Responsible for drafting and/or editing talking points as requested
- Manage all signage including MFA banners at MFA-funded worksites, tradeshow banners, booth displays and MFA building signage as needed.
- Procure MFA-branded items and special awards and gifts for VIPs and partners as requested.
- Provide business cards, name tags and name plates to all employees, and maintain stock of required office and marketing materials.
- Performs other related duties of a similar nature and level as assigned
- Employees are required to comply with safety regulations, procedures, and protocols

## **MINIMUM QUALIFICATIONS**

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### **Education and Experience**

Bachelor's degree in journalism, communications, marketing or related field. A minimum of four years' experience in marketing, public relations or communication-related experience.

### **Conditions of Employment**

- Valid NM Drivers License

## **KNOWLEDGE, SKILLS, and ABILITIES**

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- Supervise and evaluate employees; prioritize and assign work
- Good knowledge of AP style and strong editing skills
- Ability to manage all aspects of large, multiday events
- Relate to and interact with a non-traditional and diverse customers and employee population
- Work independently
- Develop and manage annual budget
- Apply listening and interview skills, work under pressure, address conflict, solve problems, and make sound split-second judgments
- Develop and write correspondence
- Exercise good judgment and focus on detail as required by the job
- Operate standard office equipment, such as computer keyboards and monitors, copiers, scanners, and telephone
- Use computer software and systems applicable to the position
- Must be creative and articulate
- Ability to multi-task
- Marketing-oriented with sensitivity to the business side of community development
- Direct professional consultants/contractors
- Follow oral and written instructions and procedures
- Meet schedules and deadlines of the work unit
- Communicate in English effectively orally and in writing
- Maintain well-organized materials, files, systems and tools
- Adapt to changes in work situations and priorities
- Establish and maintain constructive and cooperative interpersonal relationships with employees, peers, supervisors, or managers in the work unit and other departments, as well as with employees of outside entities and other individuals, as applicable to the essential duties and responsibilities

### **Non-Negotiables**

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- Provide high level of quality service to external as well as internal customers 100% of the time.
- Promote a team environment 100% of the time.
- Positive support of management decisions.
- Dependable and productive

- Good communication and interpersonal skills
- Shows initiative and works independently
- Produces quality work products
- Exhibits adaptability and flexibility

**WORK ENVIRONMENT**

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*The work environment characteristics described here are representative of those an employee encounters while performing the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.*

Work is performed in a standard office or indoor environment. Essential functions are regularly performed without exposure to adverse environmental conditions, however, employees may be exposed to minor inconveniences such as occasional noise, exposure to computer screens, crowded working conditions, and/or minor heating, cooling or ventilation problems.

Employees in the position may be exposed to rude/irate customers, or other individuals.

**PHYSICAL DEMANDS**

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*The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.*

Performing the essential functions typically requires exerting up to 50 pounds of force occasionally, up to 25 pounds of force frequently, and/or up to 20 pounds of force constantly.

The work frequently involves walking, driving, stooping, kneeling, crouching, reaching, climbing, balancing, pushing, pulling, lifting.

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*MFA is an Equal Opportunity Employer.*

<b>Employee's Signature:</b>	
<b>Date:</b>	
<b>Supervisor's Signature:</b>	
<b>Supervisor's Title:</b>	
<b>Date:</b>	