JOB DESCRIPTION

TITLE: Marketing & Communications Manager
REPORTS TO: Director of Marketing & Communications
CLASSIFICATION: Full Time, Non-Exempt
COMPENSATION: $23 - $26/Hour

Works closely with the Director of Marketing & Communications in the development of promotional materials for IFAM. Monitors trends and keeps informed of developments in the fields of marketing, communications, and public relations. Undertakes administrative tasks related to advertising. Assists with IFAM programming and events related to existing and future IFAM programs. Ensures IFAM programs continuously evolve to meet member and community needs. Participates in community programs and engages with current and future stakeholders. Works with the Marketing Director and Volunteer & Community Engagement Coordinator to ensure annual IFAM event runs smoothly.

ESSENTIAL FUNCTIONS: This position assumes responsibility for the following duties:

A. Public Facing Programs
   - Work with the Director of Marketing for IFAM programs to develop key communication messages with the purpose of increasing public participation and promoting awareness
   - Manage the IFAM Community Membership Program, Community Pop-Ups, and Folk Art Matters Lecture Series
   - Serve as liaison and front-of-house support for IFAM | Santa Fe
   - Ensures IFAM programs continuously evolve to meet member and community needs
   - Participates in community programs and engages with current and future stakeholders
   - Assists with IFAM Volunteer program when necessary

B. Advertising
   - Assists in the design and development of digital and print Market ads
   - Assists with all local and national ad buys during the Market
   - Ensures consistency in IFAM branding and messaging

C. Communications and Materials
   - Assists with copywriting and proofing marketing materials

D. IFAM Media
   - Work with Director of Marketing to develop and manage Online Lecture Series
   - Serves as liaison with IFAM Marketing freelancers and PR Consultant to ensure prompt completion of all deliverables;

E. Website & Technology
   - Assists in maintaining and updating current website content
   - Develop, edit, and implement keyword-focused SEO strategy to enhance on-page copy and HTML Meta tags
Serve as the internal technology specialist for the IFAM office

**F. Photo Database and Imagery Management**
- Responsible for the management of database
- Create shot lists based on the shots needed

**QUALIFICATIONS:**
- Bachelor’s degree in Communication Studies, Public Relations, Marketing or related field from an accredited college or university or comparable experience preferred; or combination with experience.
- A minimum of 2 years of experience in Marketing & Communications.
- High level of competency when it comes to internal technology.
- General to advanced understanding of online marketing principles and trends in the fields of marketing, communications, and public relations.
- Competency and fluency with computer technology including Word, Excel, and PowerPoint, databases, social media platforms.
- Competency in Adobe Creative Suite and CRM tools, Online analytics, Google Adwords, HTML Meta tags, and SEO strategy desirable.
- High degree of proficiency in communicating both verbally and in writing.
- Exceptional organizational skills; detailed-oriented, and cool under pressure
- Experience managing volunteers or a volunteer program preferred.
- Travel may be required.
- Driver’s license is required.
- Willingness to perform other duties as assigned.

**SUPERVISORY RESPONSIBILITIES:**
- Seasonal Staff
- Mar/Comm Volunteers (as needed)

**PHYSICAL DEMANDS:**
- Ability to sit and/or stand for sustained periods of time.
- Repetitive motion – substantial movements of the wrists, hands and fingers.
- Close visual acuity to perform an activity such as preparing and analyzing data and figures and viewing a computer terminal.
- Ability to convey and receive detailed or important spoken information to and from others accurately.
- Ability to lift up to 30 pounds occasionally.
- Exposure to both indoor and outdoor environments.

**WORK ENVIRONMENT/DYNAMICS:**
This position takes place in a fast-paced environment, especially during the two months prior to and during the production of International Folk Art Market Santa Fe. The incumbent should be prepared to be on-call during this period and immediately following. Work assignments may change depending upon unforeseen and unpredictable developments including changes in
IFAA structure and systems, new technologies and world events. A high degree of personal flexibility is required and expected, as is a high degree of personal integrity and trustworthiness.