The Director of Marketing & Communications oversees development and implementation of support materials and services for programs in the area of marketing, communications, public relations, and digital media. All materials work to effectively describe and promote IFAM's mission, programs, services, brand, press relations, and aesthetic excellence. Requires specific dedication to elevating the image of artisan work in the world. Will also develop and administer a variety of programs, activities, and special events that foster positive community relations and public perceptions of IFAM Santa Fe year round. The Director also assists IFAM expand and deepen its relationships with local and remote communities and stakeholders, to expand and enhance connections to the Santa Fe and broader community.

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

A. Communications and Materials
   ● Responsible for the development and content for all external communications and materials
   ● Copywriting including but not limited to IFAM Magazine Articles, Website copy, Auction Descriptions, IFAM Stories for 2023 IFAM Market Participants, The Weekender, IFAM Catalog, etc.

B. Advertising
   ● Oversee design and development of all Market ads
   ● Coordinate and execute all local and national ad buys during the Market
   ● Development and oversight of the media budget
   ● Design and coordinate online ads on sponsor websites and set-up and analyze Facebook ads monthly
   ● Create online promotion/strategy for Passport to Folk Art Trips

C. IFAM Media
   ● Responsible for all video production including scripts, overseeing the editing and branding of video and film
   ● Maintenance of the IFAM Social Media Calendar and creation of a social media influencer outreach program
   ● Creation and production of the IFAM (NAME TBD) Podcast
   ● Creation and coordination of Online Lecture Series (NAME TBD)
   ● Coordinate with IFAM Marketing freelancers to ensure prompt completion of all deliverables;
D. **Website**
- Maintain and update current website content
- Work with contracted web consultant to ensure all deliverables are met

E. **Public Relations**
- Develop talking points and “story” pitch in conjunction with PR consultant
- Coordinate New Mexican Supplement pitch design format and develop stories/content idea and provide relevant support information
- Manage media events in tandem with PR Consultant
- Oversees press releases, interview preparation, op-eds, etc.
- Serve as one of the trained media spokespersons for the organization

F. **Branding**
- Maintain IFAM’s image and identity across all marketing channels

G. **Photo Database and Imagery Management**
- Responsible for choosing imagery to be used in all IFAM advertising for given year
- Overall management of database
- Create shot lists based on shots needed

H. **Department Leadership**
- Develop and implement annual and strategic plan for Department
- Create and manage Department budget

I. **Public Facing Programs**
- Plans and coordinates efforts for IFAM programs to develop key communication messages with the purpose of increasing public participation and promoting awareness
- Oversees Folk Art Matters Lecture Series
- Oversees coordination of IFAM Community Membership Program
- Oversees Passport to Folk Art Trips
- Oversees Community Pop-ups

**QUALIFICATIONS:**
- Bachelor’s degree in Communication Studies, Public Relations or related field from an accredited college or university or comparable experience.
- A minimum of 2-3 years of experience in Marketing & Communications.
- Competency and fluency with computer technology including Word, Excel, and PowerPoint, databases, social media platforms.
- Competency in Adobe Creative Suite desirable.
- High degree of proficiency in communicating both verbally and in writing.
- 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:
Assign, supervise and provide oversight for:
• Marketing & Communications Manager
• Volunteer & Community Engagement Coordinator
• Design Consultant
• Public Relations Consultant
• Web Consultant

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.