



Director of Marketing and Communications

Last updated January 2024

About Albuquerque Regional Economic Alliance:

AREA is a private, nonprofit organization whose mission is to recruit new employers and industry and help local companies grow to generate quality job opportunities for the Albuquerque metro area. It serves as an umbrella organization to promote investment in Bernalillo, Sandoval, Tarrant and Valencia counties. With support from investors and allies in the public sector, AREA actively recruits those companies that will export goods or services from New Mexico, thereby bringing new investment dollars to the state. Since 1960, AREA has been a highly respected and driving force in the region.

Summary:

The Director of Marketing and Communications is responsible for creating engaging marketing initiatives for developing and advancing the greater Albuquerque regional's internal and external story, helping it to create national and international positive business brand awareness. This is an excellent opportunity for a highly creative professional with proven success in driving and growing a new brand regionally, nationally and internationally. This role reports directly to the President & CEO and may or may not include supervisory responsibilities.

Responsibilities Include:

- Developing and overseeing the organization's marketing, communications and public relations strategy, goals and budget as well as national brand
- Developing and implementing an integrated strategic communications plan to advance AREA's brand identity, broaden awareness of its programs and priorities; and increase the visibility of its impact across key stakeholder audiences
- Strengthening existing and building new relationships with media and stakeholders through creative and forward-thinking PR strategies
- Working with regional partners to understand the assets in their communities and act as a resource for their local needs, leading a convening of marketing & communications representatives multiple times a year to drive collaboration
- Developing stakeholder related content such as executive level communications, investor newsletter content, press releases, articles, blogs, newsletters, the website and social media, progress reports and annual documents and talking points for speaking engagements
- Serving as the organization's primary webmaster

- As appropriate, representing the organization at community events and speaking engagements
- Collaborating with staff to create targeted external communications designed to inform and influence decision-makers and the public about AREA's priorities and boost project awareness and support
- Overseeing and when necessary directly executing all organizational marketing and graphic design materials to develop promotional material that informs, inspires, and activates target constituencies
- Directing and executing video and digital asset production – including but not limited to investor or local business testimonials, regular promotional or update videos, and television appearances by AREA representatives and partners
- Leading the execution of strategic initiatives as outlined in the AREA 1.0 strategic plan related to business development marketing, talent attraction, and building a national brand identity
- Pitching content and stories to national media using tools such as media PR databases
- Tracking and regularly reporting on organizational public relations and marketing activity, outcomes and trends against Marketing Plan goals
- Other related duties as assigned

Desired Skills:

- Relevant experience in public relations and communications; experience in or with economic development organizations a plus
- Excellent public relations strategist and a strong talent with good writing, media relations and social media experience and demonstrated success with paid and earned media
- Skills in developing metrics that measure the success of program drivers and impact
- Exceptional writing and computer skills with a preference for utilizing effective tools for managing content and brand assets and streamlining processes for efficiency
- Fluency with public relations, branding and content strategy
- A desire to embrace and respond to changes, industry trends, and advancements in digital media technologies and norms

- Comfort working in a fast-paced environment and doing hands-on work in a growing organization
- Exceptional team-orientation and communication skills
- A self-motivated, continuous learning approach

Benefits:

Competitive salary and healthcare benefits, 401(k), on-site gym access, paid parking

Job Type:

Full-time

Experience:

- 7+ years of work experience in corporate, investor, government and/or non-profit sectors or related positions
- Strong competencies in Microsoft Office as well as social media platforms
- General graphic design and website content editing experience
- Demonstrate strong project management and attention to detail
- Have experience with investor databases
- Fluency with public relations, branding and content strategy

To apply:

Please submit cover letter and resume to hr@abq.org. No calls, please.