

Marketing and Communications Coordinator – OEI_UN

Position Summary

Perform responsibilities in shaping media and public conversations about equity and inclusion; oversee and convey the Office of Equity and Inclusion's (OEI) internal and external public information messaging; supervise and grow the OEI's social media presence; develop and provide training curriculum that builds knowledge, attitudes and skills to implement OEI's values and objectives; use and promote the use of data and equity tools and principles to evaluate policies and practices to eliminate institutional barriers to equity.

This is an unclassified at-will position.

Job descriptions are intended to present a general list of tasks/duties performed by employees within this job classification. Job Descriptions are not intended to reflect all duties performed within the job.

Supervision Received and Exercised

Receive direction from higher level supervisory or management staff.

Essential and Supplemental Functions

ESSENTIAL FUNCTIONS: (Essential functions may include, but are not limited to the functions listed below)

1. Convey the administration's values and about equity and inclusion.
2. Prepare and disseminate written, video, audio and multi-media materials and presentations to educate both internal and external stakeholders and to raise public awareness.
3. Keep community informed of OEI developments, especially those related to racial equity initiatives, including but not limited to creating a city workforce that is representative at all levels of the population of the Albuquerque community.
4. Inform community about civil rights protection and enforcement, consumer financial protection
5. Promote immigrant and refugee, African American, Asian and Pacific Islander and Native American affairs and LGBTQ issues and city initiatives that promote equity and inclusion.
6. Coordinate and supervise all media relations for the department.
7. Develop proactive community and media relations, marketing materials and public awareness campaigns.
8. Develop and facilitate training sessions, workshops, curriculum and modules that promote OEI's values and initiatives with regard to inclusive outreach.
9. Challenge false and dangerous narratives that undermine the values and objectives of OEI.
10. Assist with city-wide strategic communications and crisis communications, as needed.
11. Act as OEI's official spokesperson with media and at community events, as needed.

12. Develop proactive media and community relations.
13. Develop multi-platform public awareness and media campaigns.
14. Oversee all social media for OEI.
15. Assist with website content development.
16. Create and implement communications strategic plan.
17. Develop, plan and deliver talking points, message frames, narrative ideas, and curriculum.
18. Develop content to disseminate through earned and owned channels once a week.
19. Identify opportunities to pitch media about our programs, staff, and initiatives.
20. Oversee monthly email newsletter with curated content to provide news and information to email subscribers; uplift work of partners/stakeholders and work in the community
21. Coordinate an editorial calendar with Mayor's comms team and city departments

Marketing

1. Prepare, review and disseminate brochures, pamphlets, fliers and other marketing materials.
2. Write, edit copy, obtain and present data; obtain and use images and graphics.
3. Develop, maintain and use a list serve or email marketing program to disseminate information.

SUPPLEMENTAL FUNCTIONS:

1. Attend and participate in professional group meetings; stay abreast of new trends and innovations related to assigned area of responsibility.
2. Perform related duties and responsibilities as required.

Minimum Education and Experience Requirements

Education and experience directly related to the minimum requirements below may be interchangeable on a year for year basis.

Bachelor's degree in public relations, journalism, communication, marketing; *and*

Four (4) years of experience in any of the following areas: marketing, community outreach, media, journalism, public relations, communication, training, facilitation, public speaking, writing, video/audio production, editing; *and*

To include two (2) years of supervisory experience.

ADDITIONAL REQUIREMENTS:

Possession of a valid Driver's License.

Possession of a City Operator's Permit (COP) within 6 months of date of hire.

Work evenings, weekends and holidays..

Preferred Knowledge

- Principles and practices of marketing, journalism, media relations, community outreach
- Social media platforms
- Website administration
- Inspection of Public Records Act guidelines
- Project Management
- Research
- Program planning and evaluation
- English usage, spelling, grammar, punctuation and vocabulary
- Microsoft Office applications
- Video and audio taping, production, editing, dissemination
- Pertinent Federal, State, and local laws, codes, regulations and ordinances

Preferred Skills and Ability

- Bilingual English/Spanish Keep community informed of OEI developments
- Prepare and disseminate written, video, audio and multi-media materials and presentations
- Coordinate and supervise all media relations for the department
- Develop and facilitate training sessions, workshops, curriculum and modules
- Establish and maintain effective working relationships with those contacted in the course of work including City officials and the general public
- Perform the essential functions of the job with or without reasonable accommodation

Working Conditions

Environmental:

Office environment; remote, exposure to computer screens.

Physical:

Essential and supplemental functions may require maintaining physical condition necessary for sitting or standing for prolonged periods of time.