



global affairs / international exchange marketing and communications manager with strong attention to detail and a talent for building connections between Albuquerque and the world

Position Opening: Marketing and Communications

Posted: 02/25/2021

WHAT THIS IS: A unique opportunity to manage marketing and communication work including social media, advocacy messaging, virtual programming, events and community outreach for Albuquerque's premier international affairs organization. The marketing and communication manager will learn the ins and outs of the International Visitor Leadership Program working out of our office at 824 Gold Ave SW in Albuquerque, NM.

WHO YOU ARE: A highly detail-orientated individual who is excited to showcase the global nature of Albuquerque, the value of exchange programs, and our diversity as a city. You have a passion for personal interactions, social media, marketing and have experience running social media campaigns and managing websites and newsletters. You are comfortable in the Adobe Suites portfolio, and have a talent for storyboarding, shooting, and creating short videos. You have excellent writing skills, and enjoy developing marketing campaigns. You are passionate about the larger world and you think that the mission of Global Ties ABQ is important for the community at-large.

WHO WE ARE: Global Ties ABQ is Central New Mexico's link to the international community. Each year, we host more than 400 international visitors in Albuquerque through U.S. State Department Citizen Diplomacy programs. We connect our visitors, who come to build professional skills, exchange ideas, and form partnerships, to our local community through meetings, dinners, and community conversations. More information about Global Ties ABQ can be found at www.globaltiesabq.org

Position Title: Marketing and Communications Manager
Type of Position: Full Time (Contract-to-Hire)
Supervisor: Executive Director

Responsibilities and position overview:

- Develop and implement marketing strategies for Global Ties ABQ social media sites and maintain a robust social media presence on Twitter, Facebook, LinkedIn, Instagram, and YouTube
- Create promotion material for Global Ties ABQ events
- Maintain story archives, through regular communication with Global Ties ABQ Program Alumni and maintain organization records
- Create videos utilizing existing footage of Global Ties ABQ events and programs, and gathering your own video content once in-person programs restart
- Maintain the organization website and utilize Mailchimp to create weekly mailers and monthly newsletters

GLOBALTIES > ABQ

ENGAGE. CONNECT. EXCHANGE.

- Create and promote Virtual Events, utilizing webinar software such as Zoom

Long-term duties will include assisting in planning logistics for 20+ events throughout the year, including room reservations and catering, creating promotional material, handling RSVP's and setting up for each event. This will include formal dinners, happy hours, potlucks, lunches with delegates and the annual celebration.

Required skills and attributes:

- EXCELLENT oral and written communication skills
- Interest in international exchange and diplomacy
- Flexibility and ability to adapt to changing work demands, as well as ability to juggle multiple tasks and deadlines. Ability to work on concurrent projects with minimal supervision required.
- Able to meet the time demands of hosting international groups, including evening and weekend meetings, events and coordination of activities.
- Experience with Adobe products
- Experience managing social media channels such as Twitter, Facebook and Instagram, YouTube, and LinkedIn and a talent for content creation
- Additional consideration for candidates with experience in Salesforce or another CRM database software
- Must pass a background check (as you may work with youth on occasion)

Compensation

Salary range \$30,000-35,000 a year, depending on experience, plus paid holidays

To apply, please do the following:

1. Please submit a couple of paragraphs describing your interest in and qualifications for the Global Ties ABQ Marketing and Communication position, as well as relevant samples from your portfolio (links or attachments are fine)
2. Include a current resume
3. Provide a list of three references, including a recent supervisor or someone familiar with your work

Submit via email (preferred) to yuriria@globaltiesabq.org

Only applications submitted per the above procedure will be accepted for review. No calls please.

The position is open until filled.

Global Ties ABQ is an Equal Opportunity Employer and is committed to a diverse and inclusive workplace. We do not discriminate on the basis of race, color, religion, natural origin, sex, age, disability, genetic information, sexual orientation or any other status protected by law or regulation. It is our intention that all qualified applicants are given equal opportunity and that selection decisions will be based on job-related factors. Successful applicants must be authorized to work in the United States.