



Job Description – Communications Manager

Classification: Exempt
Staff Type: Term/Full Time
Annual Salary: \$52,265.20

At Partnership for Community Action, we support communities to take ownership of solutions and lead the way to lasting change. We focus on critical community issues like early-childhood education, economic sustainability, and community wellness. Through raising awareness and advocacy opportunities, we support people and families to become strong leaders in their neighborhoods.

Our mission is to dismantle systems of inequity by investing in people and families to build power, working locally and spreading across New Mexico.

We envision engaged, healthy, vibrant communities in which everyone has quality education, wellness, and economic opportunity.

Summary

We are seeking a highly organized and detail-oriented Communications Manager that will oversee all aspects of PCA's communications, including strategy development and alignment with organizational goals and initiatives. This individual will play a critical role in amplifying PCA's grassroots organizing, policy advocacy, and community engagement efforts through cohesive and impactful messaging across all platforms. They will collaborate with internal teams and external consultants to develop compelling content, execute campaigns, manage digital and print media, and maintain consistency in PCA's messaging, tone and voice.

Duties and Responsibilities

Content Development and Messaging

- Develop and implement a strategic communications plan that aligns with PCA's mission and supports grassroots organizing and advocacy initiatives.
- Create and oversee content for various platforms, including social media, newsletters, press releases, policy briefings, and email campaigns.
- Collaborate with program staff to translate complex policy issues and community stories into accessible and engaging content.
- Ensure all content aligns with PCA's brand identity, tone, and voice, and is culturally responsive to diverse audiences.

Campaign Strategy and Execution

- Design and execute multi-channel marketing campaigns to support organizational priorities, raise awareness, and drive engagement among stakeholders.
- Coordinate communication efforts for key events, advocacy, and other public-facing or collaborative initiatives.
- Manage a structured content calendar to ensure timely and consistent delivery of campaigns and updates.



Digital and Print Media Management

- Oversee website updates, ensuring consistent maintenance to support campaign visibility and user engagement.
- Coordinate social media presence by creating and curating content that resonates with the audience and aligns with organizational projects goals.

Visual and Multimedia Content Development

- Oversee the development and coordinate the production of graphics, one-pagers, banners, and infographics in collaboration with vendors when necessary.
- Collaborate on storyline development and video content creation for multimedia campaigns and storytelling initiatives.

Consultant Coordination

- Oversee contracted communications consultants, ensuring deliverables meet organizational standards and align with PCA's mission.
- Facilitate regular check-ins to monitor progress, provide feedback, and address challenges or adjustments needed.

File Management and Ownership

- Maintain an organized archive of media and communication assets.
- Establish guidelines to protect confidentiality and proprietary content.

The duties and responsibilities outlined above do not comprise a comprehensive list but are intended to provide a representation of the general nature and level of work performed by an employee in this capacity.

Qualifications

- Bachelor's degree in communications, Marketing, Public Relations, or a related field. or 3+ years of experience in communications, content creation, or campaign management, with a strong preference for work in nonprofit, advocacy, or social justice-centered organizations.
- Bilingual (English/Spanish) preferred, with a proven ability to produce bilingual content.
- Demonstrated experience in policy communications, grassroots organizing, or advancing social justice initiatives through effective messaging and storytelling.
- Strong writing and editing skills, with an ability to translate complex ideas into accessible and engaging content tailored to diverse audiences.
- Proficiency in visual and multimedia content creation, including collaboration with designers, photographers, and videographers.
- Strong project management and organizational skills, with the ability to balance multiple priorities, meet deadlines, and maintain attention to detail.

Working Conditions and Physical Effort

- No or very limited physical effort required.
- No or very limited exposure to physical risk.
- Work is normally performed in a typical interior/office work environment.
- Some nights and weekends may be required



Organizational Relationship

- The position reports to the PCA Director of Operations

Benefits Eligible

This is a benefits eligible position. Partnership for Community Action provides a comprehensive package of benefits including 100% employer paid medical, dental, vision, and life insurance for the employee and 80% employer paid for dependents medical, dental, and vision.

Application Process:

- Please submit your resume and a cover letter outlining your qualifications and interest in the position to PCA@forcommunityaction.org. Subject Line: Communications Manager
- Applications will be reviewed on a rolling basis until the position is filled. We thank all applicants for their interest; however, only those selected for an interview will be contacted

Partnership for Community Action is an equal opportunity employer and encourages candidates from diverse backgrounds to apply. We are committed to creating an inclusive and accessible workplace for all employees.