



## JOB DESCRIPTION

Position: Communications Coordinator  
Classification: Full-Time, Non-Exempt  
Reports To: Executive Director  
Date: October 10, 2023

**About the New Mexico Acequia Association (NMAA):** The NMAA is a statewide, membership-based association of acequias and community ditches in New Mexico. Our mission is to protect water and acequias, grow food for our families, and honor our cultural heritage. NMAA's work is rooted in social, environmental, and economic justice.

**Position Summary:** The NMAA is seeking a person who is passionate about acequias, water, food, and culture to serve as our Communications Coordinator. The primary work of this position is to support communication with the statewide acequia community, members, supporters, donors, the general public, and policymakers. This person will work closely with the Executive Director to manage media inquiries and to coordinate the development of content for newsletters, blogs, educational materials, website, and social media. The position will also be responsible for managing NMAA's membership/donor program, coordinating event registration and sponsorships, and maintaining the NMAA database. The position requires a person with strong writing skills who can develop content for diverse audiences and strong technical skills in using various communications platforms. This position works with all staff and programs and requires a collaborative disposition. This position reports directly to the Executive Director.

**Duties and Responsibilities:** The purpose of this position to develop and implement strategies to communicate the importance and value of the acequia's central role in communities, land and water protection, food production, and cultural identity.

- Develop and compile content and publish materials through our website, newsletters, educational materials, and social media.
- Create dynamic graphic designs for NMAA materials for NMAA events, workshops, or opportunities and work with contract graphic designers for larger projects such as newsletters, etc.
- Work closely with the Executive Director to develop earned media opportunities as well as to respond to media inquiries in a timely manner. Maintain/update an index of NMAA and acequia media coverage.
- Develop strategies, create materials, and execute outreach plans to retain and increase membership.
- Manage Powerbase, the NMAA database, which NMAA uses to manage membership, outreach, and event registration. Coordinate with the service provider, maintain and update the database, and train staff on use of the database.
- Manage outreach, registrations, and RSVPs for events including workshops, conferences, etc. and manage outreach for issue campaigns and action alerts using various communications platforms.
- Develop NMAA storytelling strategies to use multimedia (video, written, photo, audio) to tell the story of acequias and NMAA's work.
- Develop a system to manage content used for communications and to archive photo and video documentation of NMAA's work. This includes training activities for NMAA staff on use of the system.
- Attending staff meetings and assisting with other duties as needed.

**Qualifications:** NMAA is seeking a person with passion for acequias, land and water, culture, and food traditions who would make a good addition to our team.

- Experience and knowledge of acequia communities, their culture, and issues related to water and agriculture.
- Three years of relevant experience in New Mexico in communications, advocacy, and/or organizing.
- Degree or training in relevant field or the equivalent of experience.
- Demonstrated ability to work both independently and collaboratively to identify creative solutions to complex problems;
- Knowledge of and willingness to learn new skills, systems, and technologies.
- A commitment to environmental justice and to uplifting the voices of traditional, land-based communities.
- Ability and willingness to travel throughout the state for meetings and other events;
- English-Spanish bilingual ability.
- Ability to work flexible hours and weekends during peak activities.

**Requirements:**

- Good computer skills and experience with Word, Excel, Google Mail, Powerpoint, various databases, and publishing software. Willingness to gain a high level of proficiency with Powerbase.
- Requires hybrid work, which includes work from home, work in NMAA's Santa Fe office, and attendance of in person meetings statewide.
- Requires sitting at a computer for 4 to 8 hours per day.
- The position may require physical activity in attending meetings, field visits to acequias, and assisting the NMAA team with activities related to meeting set-up.

**Compensation:**

- Salary starts at \$55,000 but is negotiable depending on experience and qualifications.
- Includes benefit package that includes health insurance, vision and dental insurance, retirement plan, vacation days, and other benefits.

**Application Process:**

- Please send a cover letter and resume detailing qualifications for this position along with three professional references to [paula@lasacequias.org](mailto:paula@lasacequias.org).
- NMAA will conduct interviews with qualified candidates until the position is filled. Candidates selected for interview may be required to submit a writing sample.
- Interviews will start November 27, 2023 and the position will remain open until filled.

*NMAA is an equal opportunity employer that values a diverse, respectful, and collaborative work environment. We support diversity, equity, inclusion, and justice in our work and in our workplace.*