



Communications & Marketing Associate

Department: Administration

Reports to: Director of Advancement

Supervises: N/A

Status: Full Time/Exempt

Grade: 5

Compensation Range: \$43,680-\$58,138 (\$21-\$27.95/hr—depending on experience)

Position Summary

Under the direction of the Director of Advancement, the Communications & Marketing Associate (Associate) will play a pivotal role in building upon Enlace's internal communications and external marketing activities. The Associate will work proactively with the fundraising, intervention, and prevention teams to ensure Enlace's branded communications pieces are tailored to reach multiple audiences, while also ensuring our messaging for direct service departments remains client centered. The Associate will be the primary point of contact for all media inquiries and will use a variety of communications methods to grow Enlace's public profile—including print and digital collateral, social media, e-marketing, radio, television, and advertising. Enlace's services are multifaceted, and this new role within the agency is for a creative problem-solver who can pivot between projects while maintaining and building upon Enlace's brand identity.

Essential Duties & Responsibilities

The Communications & Marketing Associate will:

- Frame new and implement existing communications-related policies and procedures;
- Ensure all public communications pieces are aligned with Enlace's brand, and play an active role in implementing, maintaining, and recommending improvements to Enlace's brand book and communications and marketing plan;
- Generate all of Enlace's print/digital collateral—informed by insight/ideas from requisite direct service department leads, especially our outreach and education-focused Prevention Department;
- Maintain, update, and recommend improvements to Enlace's social media channels, website, and communications vehicles per best practices and market trends;
- Proactively build Enlace's public profile through earned media, op-eds, radio, television, and other media outlets—collaborating, as necessary, with Enlace's Development Manager, Director of Advancement, and Prevention Department;
- Forge strategic, intentional partnerships with multimedia outlets whose missions align with Enlace's mission;
- Facilitate and prep Leadership Team members/internal subject matter experts for any speaking engagements/media interviews;
- Collaborate with Development Manager and Director of Advancement on fundraising/development-related communications pieces—including e-marketing as needed (Enlace utilizes Mailchimp);
- Track and report data/metrics related to communications pieces, outreach efforts, website traffic, and other useful analytics for grant reporting purposes to the Director of Advancement;



- Streamline and structure usage of Enlace’s social media channels (e.g., Facebook/Meta, Instagram) between internal stakeholders/departments and grow accounts/audiences on newer platforms with diverse user demographics (e.g., TikTok);
- Act as primary liaison with subcontractors for all website updates/backend architecture structuration and regularly update website content (Enlace uses WordPress);
- Participate in internal, communications-focused working groups; and
- Facilitate communications coordination for any policy-related testimony, sign-on letters, media releases, or blog posts—including co-authorship opportunities with community partners—with the Director of Advancement.

In addition to the essential duties outlined above, the successful candidate will:

- Be committed to advancing immigrant rights, gender equity, and socioeconomic justice—especially as they intersect with domestic violence and intimate partner violence;
- Be committed to advancing Enlace’s mission, vision, values, and programmatic goals;
- Leverage best practices for facilitating positive, constructive interpersonal communication—including an ability to navigate and resolve conflict in a manner that values and respects relationships with colleagues and community partners; and will engage in direct communication with a solutions-oriented approach;
- Be highly organized, self-motivated, detail-oriented, creative, and demonstrate excellent time management in managing multiple projects;
- Exercise emotional maturity and a sense of humor in resolving pressing issues or project components;
- Be a collaborative team player who shares responsibilities, and supports and acknowledges colleagues’ contributions;
- Respect differences in race, ethnicity, age, gender, gender identity, gender expression, sexual orientation, religion (or lack thereof), ability, arrest or conviction history, socioeconomic status, and immigration status; and
- Be flexible to manage other duties as assigned.

The duties and responsibilities outlined above do not comprise a comprehensive list and are intended to provide a representation of the general nature and level of work performed by an employee in this capacity. Enlace maintains the right to augment, realign, or remove duties and responsibilities as business dictates.

Knowledge, Skills, & Abilities

The following characteristics are essential to the performance of this position.

- Experience in nonprofit communications and marketing;
- Demonstrated knowledge of email marketing platforms and communications-related analytics/data assessment;
- Experience with WordPress or similar web platforms;
- Experience with managing social media channels and scheduling content with and without calendaring software (e.g., HeyOrca)
- High proficiency in Microsoft Office suite (Word, Excel, Outlook, Powerpoint), Adobe suite (Photoshop, InDesign, etc.) and/or other collateral-generating tools (e.g., Canva);
- Strong interpersonal and communication skills and the ability to work effectively with a wide range of Enlace stakeholders in a diverse community;



- Ability to analyze problems and develop creative solutions to fundamental communications processes/issues;
- Ability to exercise good judgment in appraising difficult situations and in making appropriate decisions—with an ability to foster a cooperative work environment;
- Ability to maintain confidentiality of records and information;
- Detail-oriented, with a pleasant disposition under stressful conditions;
- Excellent communication including professional/courteous phone and in-person skills;
- Takes initiative in improving existing systems/procedures;
- Bilingual English/Spanish required; must have strong verbal and written communication skills in English/Spanish for media interaction.

Please note: an individual is not required to disclose information about mental or physical limitations that may potentially interfere with work performance. However, a reasonable accommodation is only possible if Enlace is notified of modifications that may be necessary for the individual to adequately perform the duties of the position.

Enlace is an equal opportunity employer. We value a diverse workforce and an inclusive workplace culture. Enlace encourages applications from all qualified individuals without regard to race, color, religion, gender, sexual orientation, gender identity and expression, age, national origin, marital status, immigration status, disability, or veteran status.

Position Qualifications

- Bachelor's Degree in Communications/Marketing or equivalent degree.
- A minimum of two (2) years of nonprofit or related experience providing services/expertise similar to this role.
- Bilingual English/Spanish required.

Employment Screening & Compliance

- Employee will be subject to a CYFD background check;
- Employee must comply with all Enlace operational policies, especially those involving the safety of fellow workers, volunteers, and clients/customers;
- Employee must maintain a current and valid driver's license to perform work duties if position requires activities that necessitate travel by motor vehicle; and
- Employee must have and maintain a clean driving record.
- Must be authorized to work legally in the U.S. (e.g., via DACA/DREAM Act)

Enlace Work Environment

- Most essential duties are performed in an office environment with exposure to a variety of business equipment/other materials normally found in this type of work setting;
- Work is normally performed in an area permitting partial-to-total privacy; and
- Work duties often require travel to other locations throughout the city, state, and country.

To Apply. All applicants must submit a cover letter, resume, three (3) professional references, and up to three communications samples (of their choosing—one of which must be narrative-focused, such as a news article or blog post) to jobs@enlacenm.org with the subject line "Communications & Marketing Associate" or mail to: Enlace Comunitario c/o Human Resources (2425 Alamo SE Albuquerque, NM 87106).