



Director of Communications

The Communications Director will amplify NMVC's impact. They will lead an integrated communications strategy that translates rigorous research into actionable insights for policymakers, media, and the public. This position reports to the Executive Director who will work closely with the Policy and Development teams.

About the Job:

- Classification: Exempt/Full-Time
- Salary Range: \$85,000-\$90,000
- Department: Communications
- Reports to: Executive Director
- Supervisory Role: Yes
- Application Period: Open until filled, but priority given to applications submitted before March 6th, 2025.

Position Summary:

New Mexico Voices for Children (NM Voices) seeks a Director of Communication to oversee the development and management of the organization's external impact. Reporting to the Executive Director and serving on the leadership team, the Director of Communications will work closely with the policy, development, and research teams.

A more than 30-year-old organization, NM Voices has a dynamic vision for program growth and impact that requires highly efficient management, expansion, and diversification of partner relationships.

Core Competencies

- A demonstrated commitment to NM Voice's mission to improve the status, well-being, and equity of New Mexico's children, families, and communities in the areas of health, education, and economic security by promoting public policies through credible research and effective advocacy;
- Strong analytical and strategic thinking and planning skills.
- Ability to work independently and as part of a team.
- Knowledge of organizational policy priorities and principles.
- Competency in designing methods for research and analysis.
- Ability to proactively identify issues and analyze data to make policy recommendations.

Essential Functions, Duties, and Responsibilities:

Communications Strategy & Leadership

- Develop, lead, and execute an integrated communications strategy that advances NM Voices' policy agenda, organizational goals, and development efforts.
- Ensure alignment across policy, research, communications, and development materials to maintain message discipline and strategic clarity.
- In collaboration with the Director of Research; provide strategic guidance for publications, events, and digital content to maximize reach and impact.

Staff Supervision

- Support a diverse workforce, model and practice inclusion; treat all staff equitably. Everyone should feel valued, supported, and heard.
- Oversee administrative matters for your team; including but not limited to, approving time off requests and balancing workload with other members of the organization.
- Set and share clear, measurable goals and check in frequently. Provide appreciative feedback, feedback for learning, and directive feedback as needed. Acknowledge and celebrate accomplishments.
- Ensure staff have the knowledge and skills needed to be successful in their role. Consider and discuss career goals and provide opportunities for professional development as appropriate.
- Represent your direct reports and team across the organization. Ensure that team's work, interests and needs are well understood at other levels and parts of the organization and that their perspective and expertise is included in cross-organizational collaborations as appropriate. Ensure the communication team has information and resources to be effective. Share organizational priorities, vision, strategies, and plans.
- Clearly communicate your expectations – both around goals and the ways in which you expect staff to operate, communicate, and be in relationship with you and their colleagues.

Content Development, Messaging & Editorial Oversight

- Oversee the creation, review, and approval of all external communications, including reports, briefs, op-eds, digital content, donor materials, and advocacy resources.
- Translate complex policy and research findings into clear, compelling, and accessible content for policymakers, media, funders, advocates, and the public.
- Offer writing guidance and editorial feedback to staff to strengthen clarity, tone, and effectiveness of public-facing materials.
- Advise leadership and staff on messaging frameworks, narrative strategy, and talking points.

Media Strategy & Public Visibility

- Lead and direct all media strategy, outreach, and engagement, including risk assessment, message timing, and release coordination.
- Draft, review, and distribute press materials and pitch stories to reporters.

- Monitor news cycles to identify opportunities to create, respond to, or repurpose content. Serve as a primary organizational spokesperson, as appropriate, and prepare leadership for media interviews and public appearances.

Policy & Legislative Communications

- Partner closely with the Chief Legislative Officer and Director of Policy on lawmaker education, legislative messaging, and outreach strategies.
- Support advocacy campaigns by ensuring timely, strategic communications aligned with policy goals and legislative timelines.
- Review policy-related communications for accuracy, clarity, and strategic framing.

Collaboration & Team Leadership

- Guide cross-functional teams to deliver communications products on schedule and in alignment with strategic objectives.
- Coordinate communications planning with policy, research, and development teams to ensure consistent execution and follow-through.

Cross Departmental Collaboration

- Develop compelling messaging and materials for grant proposals and reports, donor communications, and fundraising campaigns;
- Lead a unified reporting process focused on concise impact-centered language; ensuring consistency of voice and brand across development materials; and collaborating on strategies that strengthen donor engagement and stewardship.

Communications Integrity & Equity

- Ensure all communications reflect NM Voices' commitment to equity, accuracy, and responsible representation of New Mexico's communities.
- Establish and enforce internal standards for messaging, accessibility, tone, and brand consistency.
- Review content to prevent harmful framing, misinformation, or misrepresentation of data or communities.

Education and Experience

Bachelor's Degree in communications, journalism, political science, public policy or a related field - years of experience can be substituted.

Five to seven years of communication or public affairs experience.

Two to three years of supervisory experience.

Preferred Qualifications

- Experience with the following softwares:
 - Adobe Creative Cloud software
 - Adobe Illustrator
 - Adobe Photoshop
 - Canva
 - Google Drive
 - Slack
 - Blackbaud The Raiser's Edge
 - Google Analytics
- Interest or experience in policy advocacy for system change and social justice;
- Interest or experience in policy advocacy for state budget and tax;
- Knowledge of ASANA or similar project management software;

How to Apply:

Submit a resume and cover letter as one combined PDF via this link:

https://docs.google.com/forms/d/e/1FAIpQLSer_ycUIzKoe4bMNT7p3f3dVR7CzgoQXLCMevZ4Rlg44s6i3A/viewform

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Please contact Layla Archuleta-Maestas at larchuleta-maestas@nmvoices.org with additional questions about the position.

This announcement will be posted until the position is filled. Combinations of academic, professional, and technical training in addition to work experience will be considered.

NM Voices offers competitive salaries, excellent benefits, paid vacation, a 35-hour work week, and a pleasant working environment. NM Voices for Children is an equal opportunity employer and is committed to the recruitment and retention of individuals of underrepresented groups, including women, people of color, immigrants, individuals who have disabilities, are multilingual, multicultural, and members of the LGBTQ+ communities.