



Job Title: Marketing & Communications Associate

Reports to: Director, Marketing & Communications

Status: Part-time, non-exempt

Salary Range: \$22 - \$27 per hour (commensurate with experience)

## Position summary

This role supports the Director of Marketing & Communications in executing digital marketing initiatives, managing social media, tracking campaign performance, and keeping complex projects moving on deadline. The ideal candidate is highly organized, analytically minded, digitally fluent, and able to work both independently and collaboratively in a deadline-driven environment. Strong writing skills are a must.

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## Values & principles

- As an advocate and ambassador, understand SFCF's mission, vision, values, and goals
- Abide by SFCF's policies and procedures and operate with candor, transparency, clear communication, and the highest ethical standards
- Learn products, services, work plans, and metrics of SFCF
- Uphold the highest standards of customer service for all SFCF constituents in terms of speed of response, accuracy, completeness, and confidentiality
- Serve as a team player by working collaboratively with all SFCF employees and treating others with kindness and consideration
- Understand and proactively seek opportunities for internal integration of work across functions and departments to make connections and leverage the strengths and efforts of SFCF to maximize impact
- Strive to reach and exceed established personal and professional goals

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## Duties & responsibilities

### Digital Marketing & Analytics

- Assist in the execution of email marketing campaigns, including drafting, scheduling, list management, deployment, and performance reporting
- Monitor, analyze, and report on key metrics across digital channels (email, social, web); surface insights to support data-informed decisions
- Support website content updates and maintenance through the Foundation's CMS
- Assist in maintaining and pulling constituent lists for targeted marketing campaigns

### Social Media Management

- Manage the day-to-day drafting, scheduling, and publishing of social media content across platforms
- Track engagement metrics and assist in optimizing content strategy based on performance data
- Help maintain a consistent brand voice and visual identity across all social channels

### Project & Deadline Management

- Track and manage the Marketing department's production calendar, ensuring all projects and campaigns meet established deadlines
- Coordinate workflow across concurrent projects; flag risks to timelines and communicate proactively with the Director
- Assist with cross-departmental marketing requests, helping to scope, prioritize, and deliver on time
- Support event coordination and marketing efforts for Foundation events as needed

### Brand & Content Support

- Assist in ensuring all marketing materials adhere to SFCF brand standards across content, messaging, and design
- Copyedit marketing materials as needed; draft content for social media, newsletters, and other channels when required
- Aid internal teams in understanding and applying brand guidelines

## General

- Manage departmental administrative tasks to support efficient operations
  - Other duties as assigned
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## Knowledge, skills & abilities

- Strong organizational and project management skills with a demonstrated ability to manage multiple deadlines simultaneously
  - Solid understanding of digital marketing principles, social media platforms, and email marketing best practices
  - Analytical mindset with the ability to interpret marketing data and translate it into actionable recommendations
  - Experience with social media scheduling tools (e.g., Hootsuite, Buffer, Sprout Social) and email marketing platforms (e.g., Mailchimp, Constant Contact)
  - Experience with website CMS platforms
  - Excellent attention to detail
  - Strong interpersonal and verbal communication skills; written communication skills a must
  - Ability to take initiative, work independently, and exercise good judgment in a small team environment
  - Ability to collaborate professionally and congenially in a small team environment
  - Graphic design & video editing experience and/or familiarity with Adobe Creative Suite a plus
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## Education/Experience

Bachelor's degree in Marketing, Communications, or a related field; or 3–5 years of relevant professional experience. Nonprofit or philanthropy sector experience is a plus but not required.

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## Company benefits

The Santa Fe Community Foundation offers to part-time team members a highly competitive salary, 401(k), PTO, and a generous number of company holidays. Insurance is available only to full-time employees.

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## Working conditions

This is an in-person position based at the Foundation's office in Santa Fe, with a schedule of 25–30 hours per week.

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

- Required to work on-site in the office.
- Requires the ability to stand, walk, sit, use hands, reach with hand and arms, and talk or hear. Occasionally required to climb or balance, stoop, kneel, crouch or crawl, and lift or move up to thirty pounds.
- The noise level in the work environment is usually moderate.
- Requires the ability to sit and work at a desk for several hours at a time.
- Requires the ability to travel and attend meetings, presentations, and events outside the office, which may require occasional use of a motor vehicle for transportation to other locations.
- Work may require occasional weekends and / or extended workdays.
- Punctuality and satisfactory attendance are essential functions of the job.

Disclaimer: This description should not be construed to contain every function or responsibility that may be required to be performed by an incumbent in this job classification. This job description is intended to be general and will evolve over time. The description is subject to periodic updating. At management's discretion, the employee may be assigned different or additional duties from time to time.

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## About the Santa Fe Community Foundation

Since 1981, the Santa Fe Community Foundation has been dedicated to improving the health and vitality of northern New Mexico. As a comprehensive center for community philanthropy, we are proud to fund and collaborate with hundreds of local nonprofits, connect thousands of generous donors to giving opportunities, and support causes that improve the quality of life for all in our region. Learn more at [santafecf.org/about](https://santafecf.org/about).

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## How to apply

We are looking for top talent: people who want to use their abilities to make a lasting difference. If that is you, then please send your resume and a cover letter explaining your interest in the Marketing & Communications Associate position and what you would bring to the Santa Fe Community Foundation. You may submit your application via email to [careers@santafecf.org](mailto:careers@santafecf.org) or online at [santafecf.org](https://santafecf.org). No calls please.

Application deadline: Open until filled.



*The Santa Fe Community Foundation is an equal opportunity employer committed to valuing diversity and practicing inclusion. We actively seek and encourage applications from minorities, women, and people with disabilities.*