

The New Mexico Wildlife Federation (NMWF) seeks a skilled, experienced, and motivated individual to direct a broad range of regional communications efforts. The Media Director will produce the monthly online newsletter, quarterly printed newsletter, and a variety of other communications materials. He or she will participate on the formulation and execution of the strategic direction of NMWF. The Media Director will establish and maintain relationships with members, media, and policymakers and their staff.

The New Mexico Wildlife Federation (NMWF) is a nonprofit organization dedicated to protecting New Mexico's wildlife, public lands, and outdoor way of life now and for future generations.

QUALIFICATIONS: The ideal candidate has substantive experience in outdoor, conservation, advocacy, and/or political communications work with a proven record of success in media relations. He or she must have excellent writing and speaking skills. The ability to edit copy and layout newsletters is required. Experience conducting press conferences, media events, and interviews as well as preparing press releases, news articles, newsletter publications, and promotional pieces for online and print publication is desired. Knowledge of outdoor issues, public policy, and the legislative process is essential.

RESPONSIBILITIES: The Media Director will be a full-time senior strategist responsible for NMWF's communications strategy. Specific duties include:

- * Develop and execute a communications plan.
- * Produce monthly online and quarterly printed newsletters: Coordinate writers, establish and enforce deadlines, edit copy, and layout pages.
- * Craft messages and media outreach materials including op-eds, press releases, stories, and fact sheets for print, electronic, and broadcast media.
- * Create and oversee development of other communications materials such as web content, alerts to members, promotional and informational materials, new media (blogs, etc.), and paid advertisements.
- * Initiate and maintain excellent working relationships with key media.
- * In conjunction with non-profit and agency partners, develop communications plans to support partnership programs.
- * Develop new messengers, through outreach and training, to effectively deliver conservation messages from diverse constituencies.
- * Ascertain member concerns by surveys or other methods.
- * May require infrequent weekend and evening work and the ability to do some travel .

DETAILS: Salary commensurate with experience.

Submit cover letter, resume, and contact information for three references from your most recent employment and/or education by October 1, 2008 to nmwildlife@nmwildlife.org. Please write Media Director in the subject line. Or fax to 866-844-5638.

New Mexico Wildlife Federation is an equal opportunity employer. We carefully consider applicants for all positions without regard to race, color, religion, creed, gender, national origin, age, disability, marital or veteran status, sexual orientation, political affiliation, or any other legally protected status.