



Job Announcement: Assistant Director of Marketing and Communications

Starting Salary Range: \$35,000-40,000

Arizona-Mexico Commission

1700 W. Washington, #180

Phoenix, Arizona 85050

Web: www.azmc.org

Overview: The position of Assistant Director for Marketing and Communications is in the Governor's Office of the Arizona-Mexico Commission (AMC). The AMC works to improve the economic well-being and quality of life for the residents of Arizona by promoting a strong, cooperative relationship with Mexico. The Assistant Director for Marketing and Communications manages all communication and marketing efforts with input from fellow staff members, the Governor's communication team, Board of Directors, and other stakeholders. The AMC recently launched a new brand and corresponding website. This Assistant Director is responsible for communicating progress on the Governor's initiatives, binational committee action items, and board initiatives to stakeholders in Arizona, Mexico, and beyond. The AMC is a dynamic, fast-paced, demanding environment with constantly changing priorities. This position reports to the Executive Director.

Duties and Responsibilities:

- Manage creative of quarterly publications, marketing brochures, and other collateral from inception through production:
 - Work with Executive Director on content development
 - Work with designer on layout
 - Edit articles and publication
 - Ensure appropriate sponsorship recognition
 - Manage revision/approval process
- Manage Vendor relationships, including designer and printers
 - Draft and issue RFPs
 - Work with the Executive Director and Board of Directors on vendor selection
 - Evaluation of vendor services
- Website
 - Coordinate with the Web Specialist on content, layout and function of the website.

- Event Planning and Execution
 - Manage communication strategy for events, including annual conference and trade missions
 - Manage sponsorship recognition
 - Marketing and collateral development and production
 - Serve as the media liaison
 - Draft and edit press releases, talking points, and briefing books
 - Coordinate RFPs for print
 - Work with print vendors to negotiate prices/turnarounds
- Evaluation
 - Regular evaluation of marketing and communications plan
- Communications/Public Information Related
 - Draft and edit press releases, talking points, fact sheets, briefings, and other public information collateral
 - In coordination with the Governor's Communication team, establish and maintain relationships with the media
 - Work with the Executive Director on messaging
 - Serve as the communications liaison to AMC Board of Directors, Governor's Office and other State Agencies

Minimum Qualifications: Bachelor's degree in communications, public relations, marketing or related field AND 2 years of experience in public relations, marketing, or related field; OR any equivalent combination of experience and/or education from which comparable knowledge, skills and abilities have been achieved. Advanced verbal and written communication skills, knowledge of AP format. Demonstrated knowledge of: drafting and distribution of press releases; editing; media sources and contacts. Ability to establish and maintain working relationships; interact with diverse populations; interact with high profile individuals; work in a team environment.

Desired Qualifications: Bilingual. Experience in communications and public affairs in the public sector. Knowledge of border issues and Arizona-Mexico relations.

How to Apply: Submit a resume and cover letter to:

Arizona – Mexico Commission

Office of the Governor

Attn: Miranda Starkey

By Mail to:

1700 West Washington Street, Room 180

Phoenix, AZ 85007

Or By Fax to: (602) 542-1411

Or by email to: mstarkey@az.gov

Open Until Filled