



Job Title: Social Media Manager

Position: 20-30 hours contract position

Salary: Commensurate with experience

The NMFMA

The New Mexico Farmers' Marketing Association (NMFMA) is a nonprofit educational organization dedicated to strengthening the local food system by supporting agricultural producers and cultivating networks to create a healthy New Mexico. The NMFMA is seeking a Social Media Manager who has experience in developing and executing engaging social media campaigns and developing relevant and shareable content for a variety of audiences. The Social Media Manager reports to the Content and Creative Director.

Duties and Responsibilities

This position will be responsible for initiating and implementing social media strategies, including content development and execution, and using relevant analytics to drive engagement. The Social Media Manager will work with the NMFMA's marketing department that is responsible for promoting our mission, brand, and programs, all of which support New Mexico's farmers and ranchers and the outlets where they sell their products including farmers' markets, farm stands, schools, senior centers, early childcare sites, food banks, and more. The Social Media Manager will:

- Create high-impact, rich and shareable social media content to inform, engage and mobilize target audiences around priority programs, key moments and timely initiatives, events, report releases, and advocacy campaigns. This includes, but is not limited to, writing posts, sharing photos, video, graphics, video, animations, and exploring new approaches as they emerge.
- Develop strategies for promoting and sharing digital content via social media channels (Facebook, Instagram and YouTube) to engage and mobilize target audiences
- Manage the day-to-day execution of social media to ensure the NMFMA's brand, mission, and initiatives are put forth in a timely, relevant, and positive way
- Manage and produce content using Facebook Live and original videos on the NMFMA's YouTube channel
- Build and strengthen relationships with influencers, including bloggers and other community partners active on social media
- Report monthly and yearly on social media metrics

- Significantly increase the NMFMA’s social media followers and digital media engagement
- Coordinate with internal department stakeholders to ensure social media activities help support various NMFMA programs
- Work with partner organizations to create collabs and other supportive engagement strategies
- Proactively seek to understand social media platforms and emerging digital trends, particularly industry best practices and ways that other organizations and companies are harnessing them
- Work both independently and with staff to support and/or develop ideas for newsletter/blog content
- Other digital media projects as assigned by the Content and Creative Director.

Experience and Qualifications

- Bachelor's degree preferred
- 1-2 years experience in executing social media campaigns and strategies across multiple platforms, preferably for a nonprofit organization, media organization, or public relations firm
- Experience creating compelling content to expand social media footprint, including using tools such as Canva and video editing software
- Editorial mindset that seeks to understand what social media audiences consume and how to create it
- An eye for design
- Ability to work collaboratively with staff across the organization
- Ability to be flexible and respond to changes as part of the review and feedback process
- Ability to thrive in a fast-paced environment and complete projects accurately and quickly
- Track record of increasing social media followers.
- Spanish - fluency is a plus
- Commitment to local food and agriculture in New Mexico preferred.

Salary: Commensurate with experience

To Apply Send resume, cover letter, writing samples (no more than 5 pages) and sample social media posts to: jobs@farmersmarketsnm.org Please include “Social Media Manager” in the subject line.

The position is available immediately. It will close when filled. The NMFMA seeks to hire a qualified individual as soon as possible. The NMFMA is especially interested in candidates who can contribute to the diversity of the organization.

The NMFMA is an equal opportunity, affirmative action employer. The organization is firmly committed to a policy against discrimination based on age, sex, race, religious creed, sexual orientation, disability, or ethnic or national origin.

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