



# Vice President of Public Relations

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## *Position Description*

### **Organization**

Albuquerque Pride, Incorporated. In 1976 the lesbian, gay, bisexual, transgender, intersex, and queer/questioning community held the first LGBTIQ march. After many years of marches and parades, Albuquerque Pride, Inc. became a non-profit organization in 1996 and created the first PrideFest celebration. Our mission is to strengthen and affirm the lesbian, gay, bisexual, transgender, intersex, and queer/questioning community by offering education, outreach and advocacy through production of quality events.

### **Position**

This is an executive board position for a two year term and can be elected for consecutive terms. The election for vice president of public relations is held in August of odd numbered years. Position Elect is mentored by the current vice president of public relations starting September first of the election year until they officially take the position on January 1st of the following year. This position manages the directors of titleholders, education, marketing & media, and volunteers. This position will resume the responsibilities of these positions if they become vacant. Position takes an average of 3-4 hours a week.

Reporting to the president, and serving as an integral member of the executive board, the vice president of public relations (VPPR) will be responsible for the development of Albuquerque Pride's communication strategy and will contribute to Albuquerque Pride's organizational strategic planning process. The VPPR will develop a world-class communications plan for Albuquerque Pride. The VPPR will be responsible for the development, integration, and implementation of a broad range of public relations activities relative to the strategic direction and positioning of the organization and its leadership. This individual will be an ambassador for the organization and will need to build relationships with the media.

This position will have specific emphasis on marketing, media, volunteers and New Mexico Pride titleholders. This position is responsible for being a representative and coordinator for the New Mexico Pride titleholders. Also is responsible for overseeing outreach to the public by coordinating awareness of all events and activities of Albuquerque Pride. Directly manages communications activities that promote, enhance, and protect the organization's brand reputation. The goal is to advance the organization's position with relevant constituents, as well as to drive broader awareness and donor support for the organization. The director of marketing will be responsible for Albuquerque Pride's varied and integrated communications products and services including: newsletters and other print publications; web, e-news and other online communications; media and public relations; and marketing. Additionally, this position is responsible for recruiting, coordinating, and managing volunteers for events and activities of Albuquerque Pride throughout the year. The Director of Volunteers is responsible for developing, implementing and maintaining an exemplary volunteer program. The position goal is to significantly scale up volunteer leverage enabling Albuquerque Pride to fulfill its mission by becoming a model volunteer program and



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Albuquerque Pride the volunteer experience of choice. This position's success should ultimately result in volunteers with a deeper engagement and commitment to Albuquerque Pride and our mission.

## Responsibilities

### Titleholder Representation and Coordination

- Serve as a positive role model and friend to the titleholders.
- Arrange bookings and appointments for titleholder appearances and performances.
- Travel or arrange escort as needed with titleholders to events.
- Collect and deliver fundraising proceeds to the treasurer.
- Network and interact with those in search of public speakers and role models.
- Develop and manage annual titleholder retreat.
- Act as liaison between the Albuquerque Pride board of directors and the New Mexico Pride titleholders.
- Monitor and report status of titleholders' contractual obligations and titleholder goals.

### Communications Strategy, Vision and Leadership

- Develop and implement an integrated strategic communications plan to advance Albuquerque Pride's brand identity; broaden awareness of its programs and priorities; and increase the visibility of its programs across key stakeholder audiences.
- Create marketing/public relations strategy that will allow Albuquerque Pride leadership to cultivate and enhance meaningful relationships with targeted, high-level external audiences, including the media and key influencers.
- Identify challenges and emerging issues faced by the organization. Work with the leadership team and staff to recognize internal and external communications opportunities and solutions, and define and execute appropriate strategies to support them.
- Partner with the president of Albuquerque Pride with external constituency groups, including community, governmental, and private organizations.

### Communications Operations

- Serve as a spokesperson and lead point person on media interactions that help promote and/or impact the organization.
- Exercise judgment to prioritize media opportunities, and prepare talking points, speeches, presentations and other supporting material as needed.
- Oversee the day-to-day activities of the communications function including budgeting, planning and staff development.
- Oversee development of all Albuquerque Pride print communications including the annual report, marketing collateral materials and electronic communications including Albuquerque Pride's website and new media; manage relationships with associated vendors.



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- Actively engage, cultivate, and manage press relationships to ensure coverage surrounding Albuquerque Pride programs, special events, public announcements, and other projects.
- Carry out special assignments as requested by the president.
- During the absence and inability of the president to render and perform the president's duties or exercise the president's powers, as set forth in the organization's bylaws, the same shall be performed and exercised by the vice president voted as replacement; and when so acting, the vice president shall have all the powers and be subject to all the responsibilities hereby given to or imposed upon the president.
- Participate as a vital part of the board leadership.

## **Leadership, Governance and Oversight**

- Serving as a trusted advisor to the president as they develop and implement Albuquerque Pride's strategic plan.
- Reviewing outcomes and metrics created by Albuquerque Pride for evaluating its impact, and regularly measuring its performance and effectiveness using those metrics; reviewing agenda and supporting materials prior to board and committee meetings. Additional focus and reporting on recruitment goals, demand fulfillment, volunteer-donor status, volunteer hours of key partners, value of volunteer hours, etc.
- Approving Albuquerque Pride's annual budget, audit reports, and material business decisions; being informed of, and meeting all, legal and fiduciary responsibilities.
- Partnering with the president and other board members to ensure that board resolutions are carried out.
- Representing Albuquerque Pride to stakeholders; acting as an ambassador for the organization.
- Ensuring Albuquerque Pride's commitment to a diverse board and staff that reflects the communities Albuquerque Pride serves.

## **Fundraising**

- Albuquerque Pride Board Members will consider Albuquerque Pride a philanthropic priority. So that Albuquerque Pride can credibly solicit contributions from foundations, organizations, and individuals, Albuquerque Pride encourages board members to participate in all fundraising efforts.

## **Team Development/Management**

- Attend all board meetings in accordance with Albuquerque Pride's by-laws. Attendance is important to our success.
- Serve as the chair of any committee formed by this position.
- Provide a committee progress report to the board of directors.
- Board meetings will be held monthly and committee meetings will be held in coordination with full board meetings.
- If there is not a governance committee, will work directly with the board of directors to recruit new board members.



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- Recruit and manage a communications team to support the development and execution of the communications strategy.
- Mentor and develop staff using a supportive and collaborative approach on a consistent basis. This includes giving direction to the Official Photographer.
- Establish and monitor staff performance and development goals, assign accountabilities, set objectives and establish priorities.

## Qualifications

This is an extraordinary opportunity for an individual who is passionate about Albuquerque Pride's mission and who has a track record of board leadership. Selected Board Members are expected to be leaders in the community. Their accomplishments will allow them to attract other well-qualified, high-performing Board Members.

Ideal candidates will have the following qualifications:

- Must have been a key volunteer at any time during the previous year or have served on the Albuquerque Pride Board for one year prior to the election. The vote will be available to key volunteers and/or past and present board members that meet that requirement. If there are no candidates then the vote will be open to all applicants.
- Prefer 5 years of experience in a marketing and/or education role. A background in talent that can range from talent agent to stage direction to performance to just an interest in entertainment is helpful.
- Demonstrated skill and comfort in proactively building relationships with top tier reporters and editors, and in successfully positioning subject matter with the media to achieve high-impact placements.
- Demonstrated experience and leadership in managing a comprehensive strategic communications, media relations, and marketing program to advance an organization's mission and goals.
- Innovative thinker, with a track record for translating strategic thinking into action plans and output.
- Excellent judgment and creative problem solving skills, including negotiation and conflict resolution skills.
- Ability to make decisions in a changing environment and anticipate future needs.
- Excellent and persuasive communicator, with a high level of confidence, resilience, creativity and related work experience.
- Ability to engage community partners.
- Energetic, flexible, collaborative, and proactive; a team leader who can positively and productively impact both strategic and tactical finance, and administration initiatives.
- Ability to operate as an effective tactical as well as strategic thinker.
- Strong relation builder and communicator with experience leading diverse work teams, developing an organization-wide strategy for programs excellence, engaging community partners, and partnering with a president and board of directors.



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- Passionate about Albuquerque Pride's mission and able to promote and communicate the philosophy, mission and values of Albuquerque Pride to external and internal stakeholders.
- An understanding and the ability to maintain, either directly or through outsourcing, the marketing and media needs as detailed:
  - Extensive successful writing and editing experience (externally focused) with a variety of print and online communications media.
  - Creative and thoughtful on how new media technologies can be utilized.
  - Prefer experience in planning, writing, editing, and production of newsletters, press releases, annual reports, marketing literature, and other print publications and directories.
  - Self-reliant, good problem solver, results oriented.
- An understanding and the ability to maintain, either directly or through outsourcing, the volunteer needs as detailed:
  - Prefer volunteer management or appropriate related experience.
  - Demonstrated leadership abilities and strategic thinking.
  - Ability to prioritize big picture ideas and execute into tangible actions.
  - Demonstrated ability to present effective and compelling messages to individuals, groups, community partners and the public.
  - Strong interpersonal skills and an ability to work with a diverse variety of individuals.