



Position: Communications, Public Affairs, & Marketing Manager

Location: Santa Fe, NM

Organization: New Mexico State Investment Council

Position Type: Full-Time, Governor Exempt

Compensation: Salary of \$90,000 - \$142,000 DOE; State Pension & Health/Dental Benefits

About Us

The New Mexico State Investment Council (NMSIC) is the second largest sovereign wealth fund organization in the country in terms of total assets under management, but we are a relatively small team of about 30 people. Our main priority is to get the highest risk-adjusted returns for the state and our other beneficiaries, and we provide more than one-quarter of all funding for K-12 education in the state along with more than half of all funding for early childhood programs. State economists project we will grow to become the single largest source of revenue for the state by 2039. We also have a mission to invest a portion of our funds into New Mexico for the dual benefit of financial returns and economic impact. Our team is passionate about uplifting the lives of New Mexico residents through our work.

Position Overview

This position reports to the Chief Communications Officer and is responsible for creating written content (and potentially video content) to enhance public awareness, trust, and understanding of the NMSIC's investments, including the impact and management of New Mexico's sovereign wealth funds on a broad scale. Working alongside the other members of the communications team, this role will be responsible for formulating a marketing plan (to potentially include managing a consultant) to rebrand NMSIC and better market our organization and funds to potential national fund managers, whilst being aligned with the agency's goals of transparency, accountability, and community engagement.

Primary Responsibilities

Research & Analysis: Delve into the agency's history, with an emphasis on understanding the funds and their impact on current and future state budget projections. Conduct qualitative, in-depth interviews with key internal stakeholders to form insights for the communications and executive teams. Help guide our strategic approach to a possible rebranding and build out future marketing initiatives. Use market analyses to track and understand industry trends and stay abreast of the latest innovations affecting our industry. Track and analyze the effectiveness of marketing, communications, and public affairs campaigns, providing reports and recommendations for improvement.

Develop a comprehensive marketing strategy to highlight NMSIC's accomplishments and vision with projections of upfront and recurring costs to execute the strategy, including costs to hire a marketing firm to assist with final planning and implementation.



Copywriting & Content Creation: Utilize research, analysis, and internal resources for copywriting and other written content creation. Craft engaging copy for our website and will take the lead on all social media platforms. Assist the Chief Communications Officer with press releases and work with the Creative Designer on creation and distribution of branded materials, including reports, infographics and digital content, tailored to stakeholders and the public. During the legislative session, assist with legislative inquiries and bill analysis.

Develop an editorial calendar and storytelling series that highlights the value of the NMSIC through compelling content, while working with the Chief Communications Officer to leverage storytelling and media coverage.

Public Affairs & Stakeholder Engagement: Plan and execute public outreach initiatives to educate New Mexico residents, legislators and other policymakers, and organizations about the economic benefits of funds managed by the NMSIC. As requested by the State Investment Officer or Chief Communications Officer, organize community forums, webinars, and events to foster dialogue and transparency. Build partnerships with key stakeholders, including nonprofit organizations, local governments, and advocacy groups. Serve as a resource to policymakers, particularly during the legislative sessions.

To Apply

Please submit a PDF of your cover letter and resume to Kevin Dominguez (HR Manager) at Kevin.Dominguez@sic.nm.gov, including "NMSIC/Comms Manager" in the subject line of your email. Applications will be accepted until the position has been filled.

The ideal candidate will possess 10-15 years of experience in these critical areas: copywriting and content creation, public affairs, communications, and marketing. NMSIC will consider candidates with less experience, but the higher end of the pay range would apply to applicants who have extensive experience in all pertinent areas.