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NOTICE OF JOB OPPORTUNITY

Announcement Date:	9/3/2026
Position:	Director of Marketing and Communications (Full-Time) Salaried/Exempt
Salary:	\$90,000 - \$110,000/year depending on experience and qualifications
Location:	Albuquerque, NM

POSITION OVERVIEW

The State Bar of New Mexico is a professional membership organization of attorneys licensed to practice law in New Mexico. The mission of the State Bar is to be a united and inclusive organization serving the legal profession and the public.

The State Bar of New Mexico (SBNM) seeks qualified applicants to join our team as a full-time (40 hours/week) **Director of Marketing and Communications**. The Director provides strategic and operational leadership for the State Bar of New Mexico and New Mexico State Bar Foundation's marketing and communications functions. The Director develops and executes a comprehensive Marketing and Communications Strategic Plan aligned with organizational priorities, translates goals into actionable initiatives, establishes measurable objectives, leads and develops the department, evaluates results, and adjusts strategies when necessary. This position requires a leader who can think strategically and execute tactically. The Director serves as the organization's senior marketing and communications advisor and works closely with the Chief Operating Officer, Executive Director, department leaders, Business Development, and other internal and external partners.

The Director will strengthen member and stakeholder engagement, provide proactive marketing support to State Bar and Foundation programs, protect and advance the organization's brand, and support organizational growth and non-dues revenue opportunities.

Salary: \$90,000/year-\$110,000/year depending on experience and qualifications. **Generous benefits package included**. This position is eligible for partial telecommuting within NM. Qualified applicants should submit a cover letter and resume to HR@sbnm.org. *See below for details and application instructions.*

DUTIES AND RESPONSIBILITIES

1. Strategic Marketing and Communications Leadership

- Develop and execute a comprehensive Marketing and Communications Strategic Plan aligned with State Bar and Foundation priorities.
- Translate organizational goals into actionable campaigns, projects, timelines, responsibilities, and measurable outcomes.
- Establish annual departmental priorities and performance objectives in consultation with the Chief Operating Officer.
- Serve as a strategic marketing and communications advisor to executive leadership and department leaders.
- Anticipate emerging needs and opportunities and adjust strategies when results are not meeting expectations.

2. Marketing, Engagement and Organizational Growth

- Develop and oversee integrated marketing strategies that increase awareness, participation, engagement, and utilization of State Bar and Foundation programs, services, events, and resources.
- Identify key audiences and develop targeted approaches across email, web, social media, publications, video, public relations, digital advertising, and other appropriate channels.
- Use audience insights, organizational data, and campaign results to improve marketing effectiveness.
- Identify opportunities to strengthen member engagement, organizational visibility, and the State Bar's overall value proposition.

3. Program, Business Development and Revenue Support

- Serve as a proactive marketing partner to State Bar and Foundation departments and programs.
- Work with department and program leaders to understand goals, audiences, challenges, timelines, and measures of success.
- Partner with the Chief Operating Officer and Business Development to support advertising, sponsorships, State Bar Center room rentals, events, programs, partnerships, and other non-dues revenue opportunities.
- Ensure programs and sales resources have effective messaging, campaigns, digital tools, and promotional support.
- Monitor the effectiveness of revenue-supporting and program-level marketing initiatives and recommend adjustments when results are not meeting expectations.

4. Brand and Organizational Communications

- Lead and maintain consistent organizational messaging, brand identity, voice, and communications standards for the State Bar and Foundation.
- Provide strategic oversight of websites, email communications, social media, publications, promotional materials, public relations, and other communications channels.
- Oversee public relations, media relations, organizational announcements, press releases, and other significant external communications.
- Advise executive leadership regarding sensitive, high-profile, crisis, special initiative, and organizational-change communications.
- Provide strategic oversight and support for executive communications, speeches, talking points, presentations, and other significant organizational messaging.

5. Measurement and Accountability

- Establish practical performance measures for Marketing and Communications activities.
- Evaluate campaign effectiveness, audience engagement, program participation, digital performance, and other relevant outcomes.
- Regularly review results against established goals and communicate significant findings, challenges, and opportunities to the Chief Operating Officer.
- Identify performance gaps and implement or recommend corrective strategies when expected results are not being achieved.
- Use data and results to improve departmental priorities, campaigns, and resource allocation.

6. Department Leadership and Resource Management

- Lead, supervise, coach, mentor, and develop Marketing and Communications staff.
- Establish clear responsibilities, priorities, expectations, deadlines, and standards of accountability.
- Delegate effectively while maintaining appropriate oversight of quality, consistency, timeliness, and results.
- Foster a collaborative, innovative, service-oriented, and accountable departmental culture.
- Conduct staff meetings, coaching, performance evaluations, and professional development planning.
- Develop and manage the departmental budget in coordination with the Chief Operating Officer and Finance.
- Manage vendors, consultants, contractors, and other external resources as appropriate.

OTHER RESPONSIBILITIES:

- Prepare and deliver presentations regarding marketing and communications strategies, initiatives, and results.
- Monitor marketing, communications, digital, media, and professional-association trends and recommend appropriate opportunities.
- Represent Marketing and Communications in organizational planning meetings and cross-department initiatives.
- Attend Board of Bar Commissioners and New Mexico State Bar Foundation Board meetings as appropriate.
- Represent the organization professionally with members, partners, vendors, media representatives, community stakeholders, and other external audiences.
- Perform other related duties consistent with the responsibilities and level of the position.

MINIMUM REQUIRED EXPERIENCE/QUALIFICATIONS

- Bachelor's degree in Marketing, Communications, Advertising, Public Relations, Business Administration, Journalism, or a related field required. MBA highly desirable.
- Minimum of five years of progressively responsible professional experience in marketing, communications, public relations, digital marketing, brand management, or a closely related field.
- Demonstrated experience developing and executing marketing or communications strategies tied to measurable organizational outcomes, including developing and managing integrated marketing campaigns across multiple channels.

- Experience supporting business development, revenue-generating programs, membership organizations, professional associations, nonprofit organizations, or similarly complex stakeholder environments preferred.
- Experience regarding emerging technologies, including artificial intelligence, analytics, automation, and evolving marketing and communications practices.

REQUIRED SKILLS AND ABILITIES

- Strong strategic thinking combined with demonstrated ability to execute
- Strong marketing and business acumen.
- Exceptional written, verbal, presentation, editorial, and interpersonal communication skills.
- Strong understanding of contemporary marketing, branding, public relations, digital communications, social media, email marketing, content strategy, and audience engagement.
- Ability to develop measurable goals, interpret data, evaluate results, and make informed adjustments.
- Translate organizational goals into clear priorities and measurable outcomes.
- Ability to anticipate needs and opportunities rather than waiting for assignments.
- Strong leadership, coaching, delegation, staff-development, and performance-management skills.
- Excellent project management, organization, prioritization, problem-solving, and decision-making abilities.
- Ability to work effectively with executive leadership and collaborate across departments with differing priorities and needs, while serving as a trusted organizational partner.
- Ability to understand organizational financial and business objectives and how Marketing and Communications can support them.
- Sound professional judgment and the ability to manage confidential, sensitive, or high-profile communications appropriately.

CONDITIONS OF EMPLOYMENT

- Employees must be United States Citizens or eligible to work in the United States.
- Employment with the State Bar is on an “at-will” basis.
- Employees are required to adhere to all State Bar policies and procedures.
- The State Bar provides reasonable accommodation to applicants with disabilities.
- Occasional evening and weekend work may be required.
- Occasional travel may be required.
- This position qualifies for partial telecommuting. Partial telecommuting may not be available at all times during the year.

BENEFITS

The State Bar provides a generous benefits package to eligible employees including:

- Fourteen paid holidays
- Paid Time Off (PTO) in the amount of 20-32 days per year, depending on length of service (prorated for employees working less than 40 hours per week).
- Benefits plans includes:
 - Health Insurance
 - Dental Insurance

- Vision Insurance
- Group life insurance
- Short Term and Long-Term Disability
- Flexible Spending Account
- Retirement Savings (401k) – 6% match
- Wellness Benefit Program
- Employee Assistance Program

APPLICATION INFORMATION

Qualified applicants **must submit a cover letter and resume by email to hr@sbnm.org**

Please use the following naming convention in your subject line: “Your Name” – Director of Marketing & Communications

Applications must be submitted in ONE PDF document.

Illegible, incomplete and/or incorrectly submitted applications may result in loss of consideration for the position. Zip files will not be accepted. Only qualified applicants will be considered for this position and are encouraged to apply. Only applicants selected for an interview will be contacted and must travel at their own expense. The State Bar of New Mexico reserves the right to amend or withdraw any announcement without written notice to applicants. If a subsequent vacancy of the same position becomes available within a reasonable time of the original announcement, the State Bar may select a candidate from the original qualified applicant pool.

By submitting an application, you are certifying that information set forth in your application is true and complete. Any falsified or misrepresented statements in any detail, at any time during the pre-hire process shall be considered sufficient cause for disqualification from further consideration for hire or for dismissal at any time, if employed.

This position is not eligible for relocation assistance.

THE STATE BAR OF NEW MEXICO IS AN EQUAL OPPORTUNITY EMPLOYER

