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NOTICE OF JOB OPPORTUNITY

Announcement Date:	10/01/2026
Position:	Marketing and Communications Manager (Full-Time) Salaried/Exempt
Salary:	\$65,000 - \$70,000/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) **Marketing and Communications Manager**. The Manager is responsible for coordinating and advancing the State Bar's digital marketing, communications operations, member engagement initiatives, and Member Benefits program.

This position plays a key role in ensuring that State Bar communications are timely, consistent, accessible, and aligned with organizational priorities. The Manager oversees recurring communications processes, supports the organization's digital presence, coordinates member-facing marketing initiatives, and works across departments to strengthen the overall member experience. This position is expected to take ownership of assigned programs and projects, maintain effective workflows and documentation, and identify opportunities to improve communications, engagement, and service delivery. Salary: \$65,000/year-\$70,000/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

Digital Marketing and Communications

1. Develop, coordinate, and implement digital marketing and communications initiatives across State Bar platforms.

2. Manage social media content, scheduling, engagement, and performance tracking.
3. Coordinate email communications, website content, social media, publications, and other member-facing communications.
4. Maintain communications calendars, production schedules, recurring deadlines, and related workflows.
5. Assist with the development and implementation of communications plans for State Bar programs, services, events, and initiatives.
6. Monitor communications performance and engagement data and recommend improvements when appropriate.

Website and Digital Engagement

1. Coordinate website content updates and support ongoing improvements to usability, accessibility, and member engagement.
2. Work with internal departments and technical staff to ensure digital content remains current, accurate, and user-friendly.
3. Identify opportunities to improve the use of digital platforms and tools to better serve members.
4. Support organizational efforts related to digital modernization and improved online member experiences.

Member Benefits

1. Manage and coordinate the State Bar's Member Benefits program.
2. Maintain relationships with participating vendors and benefit providers.
3. Promote available member benefits through appropriate communications channels.
4. Evaluate participation, utilization, and member awareness of benefit programs.
5. Identify potential new benefits, partnerships, and opportunities that provide value to members.
6. Coordinate with internal departments as needed to ensure Member Benefits information remains accurate and accessible.

Member Engagement

1. Support initiatives designed to improve member awareness, participation, and engagement with State Bar programs and services.
2. Assist with surveys, feedback initiatives, and other methods of gathering member input.
3. Work collaboratively with Attorney Services and other departments to improve communications regarding programs, services, resources, and opportunities.
4. Help identify trends, concerns, and opportunities related to the member experience.

Publications and Recurring Communications

1. Coordinate recurring communications and publication-related processes as assigned.
2. Maintain documented procedures, calendars, and workflows for recurring communications responsibilities.
3. Support production and distribution of newsletters, electronic communications, publications, and other organizational content.
4. Coordinate with staff and subject-matter experts to ensure information is accurate, timely, and appropriately presented.

Brand and Marketing Coordination

1. Promote consistency in organizational branding, messaging, and visual presentation.
2. Support marketing and communications needs for conferences, events, programs, and special initiatives.
3. Review communications materials for consistency with State Bar standards and messaging.
4. Collaborate with internal departments to ensure marketing and communications support is coordinated effectively.

Project and Operational Management

1. Manage assigned projects from planning through completion.
2. Establish project timelines, responsibilities, and deliverables.
3. Monitor deadlines and follow up with internal and external stakeholders as necessary.
4. Develop and maintain written procedures and documentation for recurring responsibilities.
5. Identify inefficiencies and recommend process improvements.
6. Ensure critical communications processes are documented and transferable to other staff members.
7. Works closely with staff throughout the organization, particularly Attorney Services, Information Technology, leadership, and other departments responsible for member-facing programs and services.

OTHER RESPONSIBILITIES:

1. Independently performs tasks defined by department systems, policies and procedures with limited supervision.
2. Solves problems using department policies and procedures and collecting and interpreting information when required.
3. Assists Communications staff on communications and marketing projects.
4. Records videos and takes photographs for social media and the State Bar of New Mexico's publications.
5. Attends and staffs State Bar/Bar Foundation events as needed (i.e. Annual Meeting, Member Appreciation events, Foundation Golf Classic, etc.).
6. Researches, purchases and monitors paid social media content.
7. Coordinates with the IT Department to send out email and website homepage notifications prior to website maintenance downtime.
8. Works with other staff and departments to create and send emails.
9. Performs other duties as assigned.

MINIMUM REQUIRED EXPERIENCE/QUALIFICATIONS

Bachelor's degree in marketing, communications, business administration or a related field and three or more years of relevant, progressively experience. In lieu of a Bachelor's degree, at least seven years of relevant experience. Relevant experience may include work in marketing, communications, digital engagement, member services, association management, project management, or related fields.

REQUIRED SKILLS AND ABILITIES

1. Demonstrate a high level of initiative, accountability, and professional judgment.
2. Knowledge and experience in the following areas:
 - Marketing and communications
 - Digital marketing
 - Social media management
 - Website and content management
 - Email marketing and communications
 - Member or customer engagement
 - Brand management
 - Project management
 - Communications planning
 - Analytics and performance measurement
 - Vendor and partnership management
3. Excellent written and verbal communication skills.
4. Strong organizational and project management skills.
5. Ability to manage multiple priorities and deadlines.
6. Ability to work independently while collaborating effectively across departments and organizational levels.
7. Strong attention to detail.
8. Ability to develop and maintain effective processes and documentation.
9. Ability to work effectively with staff, leadership, members, vendors, and external partners.
10. Ability to take ownership of assigned programs, projects, and responsibilities.
11. Ability to anticipate needs and identify potential issues before they become operational problems.
12. Ability to provide recommendations based on data, member feedback, and operational experience.
13. Ability to communicate clearly regarding project status, deadlines, risks, and required decisions.
14. Ability to contribute to a collaborative and service-oriented organizational culture.

SKILLS PREFERRED:

1. Experience in a membership-based, nonprofit, professional association, or similar organization is preferred.

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” – Marketing & Communications Manager

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

