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## NOTICE OF JOB OPPORTUNITY

Announcement Date: 11/14/2024

Position: Digital Marketing &  
Communications Coordinator  
(Full-Time)  
Hourly -Non-Exempt

Hourly Rate: \$21 - \$23 per hour depending on  
experience and qualifications

Location: Albuquerque, NM  
This position qualifies for partial  
telecommuting within 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) **Digital Marketing & Communications Coordinator**. The successful incumbent will work closely with State Bar and Bar Foundations' staff to communicate information to State Bar licensees and the public. This position will support the Communications department by performing administrative tasks including website maintenance, social media marketing and email communications. \$21-\$23 per hour, depending on experience and qualifications. ***Generous benefits package included.*** This position qualifies for partial telecommuting. Qualified applicants should submit a cover letter and resume to [HR@sbnm.org](mailto:HR@sbnm.org). *See below for details and application instructions.*

### **DUTIES AND RESPONSIBILITIES**

#### **Social Media Marketing**

- Helps develop and implements the organization's social media strategy and content.
- Writes, edits, designs, and posts content with the approval of the Marketing and Communications Director.
- Reports and measures social media engagement through followers' interactions and platform metrics.

#### **Website Maintenance and Development**

- Edits website content and performs website design at the request of the Marketing and Communications Director.
- Maintains a cohesive design and organization branding for State Bar/Bar Foundation web pages using themes, design layout, navigation, etc.
- Maintains website accessibility best practices.

- Posts State Bar publication materials onto the website, including *Bar Bulletin* classifieds and internal job openings.

### **Email Marketing**

- Writes and designs original email content and edits messages to be sent on behalf of the State Bar/Bar Foundation with the approval of the Marketing and Communications Director.
- Creates and sends the weekly e-newsletter Member Services Spotlight.
- Creates and sends the weekly e-newsletter CLE Weekly.
- Proofreads emails for clarity, grammar, spelling and professionalism.
- Measures email marketing campaigns using platform analytics.

### **New Mexico Court of Appeals Opinions**

- Creates and sends New Mexico Court of Appeals Opinions emails to the membership.

### **OTHER RESPONSIBILITIES:**

- Assists Communications staff on communications and marketing projects.
- Records videos and takes photographs for social media and the State Bar of New Mexico's publications.
- Attends and staffs State Bar/Bar Foundation events as needed (i.e. Annual Meeting, Member Appreciation events, Foundation Golf Classic, etc.).
- Monitors online marketing presence.
- Works with other staff and departments to create and send emails.
- Performs other duties as assigned.

### **MINIMUM REQUIRED EXPERIENCE/QUALIFICATIONS**

Associate's degree in relevant field and two or more years relevant experience

### **REQUIRED SKILLS AND ABILITIES**

- Excellent customer relations and communication skills, both verbal and written, for dealing with a wide range of stakeholders.
- Excellent proofreading skills to review content for clarity, grammar, spelling and professionalism.
- Ability and professional decorum to work with high-level stakeholders including Board members, and members of the judiciary.
- Administrative skills, including ability to organize workload and effectively manage several areas of responsibility.
- Ability to work in a variety of capacities.
- Ability to determine priorities and advise supervisors when conflicts in priorities exist.
- Ability to maintain professional demeanor and composure in stressful situations.
- Proficiency with word processing, database, spreadsheet, and e-mail software programs.

### **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
  - Cafeteria Plan - Flexible Spending Account
  - Other Optional Benefits
- Retirement Savings (401k)
- Wellness Benefit Program
- Employee Assistance Program

## **APPLICATION INFORMATION**

Qualified applicants **must submit a cover letter and resume by email to [hr@sbnm.org](mailto:hr@sbnm.org)**

*Please use the following naming convention in your subject line: "Your Name" – Digital Marketing & Communications Coordinator*

**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**

