

# Internal Job Posting

## Broadband Marketing & Member Services Coordinator

Central New Mexico Electric Cooperative is taking resumes and letters of interest for a Broadband Marketing & Member Services Coordinator position in the Moriarty office.

### Job Summary

The Broadband Marketing & Member Services Coordinator supports the growth and success of the Cooperative's Broadband Division. This position is responsible for executing marketing initiatives (50%), managing member service support (25%), and assisting with operational, administrative, and regulatory functions (25%) to ensure successful service adoption, member satisfaction, and project implementation. This role works closely with the Broadband Manager, operations team, contractors, and Cooperative staff to support subscriber growth, retention, and overall broadband program success.

### **Minimum Qualifications:**

Bachelor's degree in Marketing, Business, Communications, or related field (preferred), plus 3–5 years of experience in marketing, customer service, or telecommunications or a combination of education and experience providing equivalent knowledge. Experience in rural broadband or utility environment preferred. Strong project management and organizational skills. Proficient in Microsoft Office and Customer Relationship Management (CRM) systems, and experience with social media management tools. Must have strong written and verbal communication skills. Must have a valid NM driver's license with an acceptable driving record.

**This is a non-bargaining unit position.**

**This position is available to current CNMEC employees.**

**Central New Mexico Electric Cooperative is an Equal Opportunity Employer**

**Please send letters of interest with a current resume to Suzy Edmonds in Human Resources.**

**This job posting will close Wednesday, March 18, 2026, at 3:30pm.**

# CENTRAL NEW MEXICO ELECTRIC COOPERATIVE, INC.

## POSITION DESCRIPTION

<b>JOB TITLE: Broadband Marketing &amp; Member Services Coordinator</b>	<b>FLSA STATUS: Non-Exempt</b>
<b>REPORTS TO: Broadband Manager</b>	<b>SALARY GRADE: 4</b>
<b>DEPARTMENT: Broadband Division</b>	<b>LOCATION: Moriarty</b>
<p><b>APPROVED BY:</b> <u>Rebecca Minabal</u> <span style="float: right;"><u>3/3/26</u></span>  <i>Department Head</i> <span style="float: right;"><i>Date</i></span></p> <p><u>John A. Lyford</u> <span style="float: right;"><u>3/3/26</u></span>  <i>CEO</i> <span style="float: right;"><i>Date</i></span></p> <p><u>Gregory Edwards</u> <span style="float: right;"><u>3/3/26</u></span>  <i>Human Resources</i> <span style="float: right;"><i>Date</i></span></p>	

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**Essential Duties and Responsibilities**

**Marketing & Growth Strategy (50%)**

- Develop and execute broadband marketing campaigns (digital, print, social media, email, bill inserts, radio, community events).
- Manage broadband website content and social media platforms.
- Create promotional materials (flyers, frequently asked questions (FAQ) documents, rate sheets, launch announcements).
- Coordinate service launch campaigns by build phase.
- Track take rates, subscriber growth, and campaign performance metrics.
- Develop testimonials and community engagement stories.
- Assist with promotional pricing strategies and retention campaigns.
- Coordinate community meetings and broadband awareness events.
- Maintain brand consistency between electric and broadband divisions.
- Develop partnerships with local businesses and schools.
- Coordinate broadband education initiatives.
- Community and strategic development.

**Member Services & Customer Experience (25%)**

- Serve as Tier 1 (first-level) escalation support for broadband member inquiries.
- Assist members with service sign-ups, plan changes, billing questions, and general inquiries.
- Coordinate installation scheduling support with operations staff.
- Track and analyze member concerns or service trends.

- Develop frequently asked questions (FAQs) documents and member education materials.
- Support member retention and satisfaction efforts.
- Assist with outage communications and service notifications.

#### **Additional Support Areas (25%)**

- Project and operations coordination.
- Track build progress, homes passed, and serviceability data.
- Assist with contractor communication and documentation.
- Monitor installation timelines and backlog reporting.
- Regulatory and compliance support.
- Assist with Federal Communications Commission (FCC) reporting requirements, including Broadband Data Collection (BDC) filings.
- Maintain subscriber reporting data.
- Assist with grant compliance and reporting requirements (e.g., ReConnect).
- Support policy and procedure documentation.
- Assist with budget tracking.
- Monitor marketing spend vs. subscriber acquisition.
- Track cost per connect.
- Support pole attachment documentation.
- Maintain vendor contracts and marketing invoices.
- Data entry and reporting.
- Maintain subscriber dashboards.
- Track take rates by build phase.
- Prepare subscriber and performance reports for management and Board meetings.
- Assist with capital investment tracking.
- Assist with grant research and future funding opportunities.
- Performs other miscellaneous job duties as assigned.

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#### **Knowledge, Skills, and Abilities**

- Knowledge of broadband internet services and basic fiber optic network concepts.
- Knowledge of marketing principles and campaign management.
- This position requires demonstrated abilities and skills operating a personal computer using Microsoft Windows and Microsoft Office Suite applications to include Outlook, Excel, and Word.
- Must be able to project a favorable image for the Cooperative at all times.
- Must have the ability to communicate with members and other employees and deal with diverse groups of people.
- Must be able to take direction on a variety of projects simultaneously and meet established deadlines.
- Utilize best practices to provide excellent customer service.
- Digital marketing and social media management and content creation.
- Public speaking and community engagement.

- Project coordination and time management.
- Must be able to manage multiple priorities in a fast-paced environment.
- Ability to communicate technical broadband concepts in simple, member-friendly language.
- Build positive relationships with members, vendors, and community partners.
- Must be able to work independently with minimal supervision.
- Must maintain confidentiality of member and proprietary information.
- Ability to adapt to changing priorities during network construction phases.
- Ability to present information effectively to staff and Board members.

### **Working Conditions and Physical Effort**

A person in this position usually has sufficient time to complete most tasks, although customer interactions may create a stressful environment. There are opportunities to relax from any physical exertion or to change position in work activities.

- **Physical Effort and Dexterity:** Frequent physical activity to include prolonged periods of sitting at a desk and working on a computer, standing, walking, stooping, bending, reaching, crawling, lifting, and carrying office supplies and equipment up to 25 pounds.
- **Machines, Tools, Equipment required to be operated:** Capable of operating a personal computer and general office equipment.
- **Visual Acuity, Hearing, and Speaking:** Comfortable in speaking with individual members and employees in person, through correspondence and by telephone. Visual acuity to read detailed reports and digital screens and manual dexterity to operate standard office equipment.
- **Environment/Working Conditions:** Work is usually indoors. Normal office safety precautions and practices are required. Position may require travel in the Cooperative's service territory for community events, site visits, and meetings. Regular work schedule is based on scheduled office hours with occasional evening or weekend work for community meetings and broadband launch events.

*Note: The preceding statements describe the general nature and level of work performed by the individual assigned to this position. This is not an exhaustive list of all duties, responsibilities and skills required of this position. Nothing in this job description restricts management's right to assign or reassign duties, tasks, and responsibilities to this job at any time.*