Human Resources
505.468.1500
415 Silver, 5th Floor
Albuquerque, New Mexico 87102
HR@bernco.gov
www.bernco.gov

Communications Coordinator

JOB CODE	JOB FAMILY	PROFILE
JCP404	**Communications and Public Affairs**	**Communications Coordinator**
PAY TYPE	**PAY RANGE**	**REVISION DATE**
Salary	**$69,451.00 - $109,720.00**	**August 6, 2026**

The Communications Coordinator assists in planning, developing, implementing, and administering a comprehensive strategic communications program for the assigned division and/or County elected official(s).This position coordinates and supports the work of Communications Specialists who carry out communications functions for internal and/or external purposes. Assignments are coordinated through the Department Director, Deputy County Manager, County Manager, and/or County elected official(s).

Job Description

DUTIES AND RESPONSIBILITIES

FUNTIONAL AREA

METROPOLITAN DETENTION CENTER (MDC)

- Responds to and works directly with the media on all inquiries relating to the assigned division and elected official(s).
- Executes planning and logistics for events, including ribbon-cutting ceremonies and groundbreaking events.
- Writes, develops, and coordinates the distribution of news releases, news articles, brochures, and information packets tailored to the needs of the assigned division and/or elected official(s).
- Develops public awareness campaigns for County programs, services, and initiatives using exhibits, videography, photography, public presentations, and the government access cable channel. Identifies target audiences and implements the most effective outreach techniques, including social media.

- Develops program and project budgets, goals, and guidelines. Makes recommendations on the use of County funds, resources, equipment, and materials. Prepares bid specifications, monitors contracts, and recommends the hiring of contractual personnel as needed.
- Coordinates and schedules speaking engagements, special events, and media interviews to communicate information about specific programs, inquiries, or events.
- Writes and edits speeches, proclamations, resolutions, certificates of award, and relevant Commission meeting agenda items for the assigned division and elected official(s).
- Develops and coordinates the creation, design, and layout of publications, including the arrangement of print, photography, illustrations, and artwork.
- Represents the County in media appearances and gives presentations to the public, community organizations, businesses, and other groups as assigned.
- Develops and maintains a comprehensive list of media and community communication outlets, writes advertisements, produces event calendar listings, and creates public service announcements.
- Develops, implements, and monitors an archive database; may maintain databases and files to track activities and history.
- Supervises, trains, directs, and coordinates the work of administrative support staff, project staff, and/or contractual personnel as needed.
- Develops and prepares summary reports covering all areas of responsibility.
- Manages and updates website content for the assigned division and/or elected official(s).
- Assists with managing and responding to Inspection of Public Records Act (IPRA) requests from the general public and the media.
- Writes and produces short video packages and mini-documentaries to promote County programs and initiatives.
- Handles sensitive and/or confidential records, plans, documents, or decisions with discretion and maintains strict confidentiality of information.
- Performs other related duties as required. The specific allocation of responsibilities will vary depending on the time spent performing each function.
- ***The above information is intended to outline the general nature and scope of the duties required for this position. It is not an exhaustive list and may vary depending on specific job assignments and responsibilities.***

COMMUNICATIONS

- Serves as section lead to communications specialists, guiding day-to-day tasks.
- Coordinates daily tasks to communications specialists, and monitors progress to ensure timely completion of assignments.

- Mentors and coaches communications specialists; helps resolve minor conflicts and provides on-the-spot training and feedback.
- Responds to and works directly with news media as the spokesperson and primary contact for media inquiries related to the assigned department, division, and/or elected official.
- Plans and executes events such as groundbreakings, ribbon-cuttings, news conferences, and community events. Guides Communications Specialist(s) performing related event tasks.
- Guides Communications Specialist(s) in producing and distributing content through various communication channels, including news releases, articles, opinion pieces, public awareness campaigns, brochures, newsletters, public service announcements, advertisements, social media, videos, photography, Bernalillo County TV (BCTV), the intranet, and the website. Performs these duties directly as well.
- Writes and edits speeches, proclamations, acknowledgments, and Commission agenda items; delivers presentations on behalf of the County.
- Assists in managing responses to media-related Inspection of Public Records Act (IPRA) requests.
- Update website content for the assigned department, division, or elected official's office.
- Coordinates with marketing, branding, website, social media, and videography staff to ensure consistent messaging across all communication platforms.
- Develops and maintains a comprehensive list of media and community communication outlets; maintains digital archive databases and files to track activities and communications history.
- Performs other related duties as assigned.
- Ability to use iPhone to create social media reels.
- ***The above information is intended to outline the general nature and scope of the duties required for this position. It is not an exhaustive list and may vary depending on specific job assignments and responsibilities.***

MINIMUM QUALIFICATIONS

- Bachelor's Degree in Journalism, Communications, Public Relations, or related field.
- Eight (8) years of related work experience in public information.

Any equivalent combination of related education and/or experience may be considered for the above requirements.

SUPPLEMENTAL INFORMATION

SCREENING AND COMPLIANCE

The offer of this Bernalillo County position requires compliance with the following:

- Successful completion of a post-offer employment medical examination and background investigation.

- Adherence to all County safety guidelines.
- Complete all FEMA training(s) assigned to this position.
- Possession of a valid New Mexico driver’s license by the date of hire and maintenance of a valid license while employed in this position.
- Complete required supervisor training, if applicable.

WORKING CONDITIONS

- Essential duties are performed primarily indoors (90%) and occasionally outdoors (10%).
- Indoor duties are performed in a temperature-controlled environment. The worker is exposed to natural weather conditions while performing outdoor duties.
- Indoor duties are performed on an even surface, which may be carpeted or tiled.
- The working surface is typically dry.
- Outdoor duties may be performed on both even and uneven surfaces, which may be either wet or dry.
- Surfaces may be inclined or flat, and range from gravel, asphalt, or concrete.
- Most duties are performed alone. The worker may perform certain duties as part of a select team of individuals.

EQUIPMENT, TOOLS, AND MATERIALS

- Equipment typically used in the performance of duties includes cameras, a telephone, a computer, and a photocopy machine.
- Materials and products handled in the course of performing essential duties include files, forms, reports, various other paperwork, and a wide variety of basic office supplies.
- The county vehicle is used on an occasional basis.