



Human Resources

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Communications Specialist

JOB CODE JCP207	JOB FAMILY Communications and Public Affairs	PROFILE Communications Specialist
PAY TYPE Salary	PAY RANGE \$54,018.00 - \$85,363.00	REVISION DATE June 18, 2026

The Communications Specialist develops comprehensive communication strategies for the assigned division and/or County elected official(s). Works with internal departments to promote, publicize, and support the objectives of projects and initiatives. Manages and coordinates internal communication activities to inform employees about programs, services, and initiatives. Updates the internal website, produces content in various formats, and collaborates with HR and other departments to create employee engagement opportunities. Serves as a team player by working with cross-trained peers to support other departmental functions. Assignments are coordinated through the Communication Services Director.

Job Description

DUTIES AND RESPONSIBILITIES

- Responds to and works directly with the media and/or organizations to prepare and distribute public service announcements, fact sheets, and other information.
- Writes and coordinates the distribution of news releases, articles, brochures, and information packets based on 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, special presentations, and the government access cable channel. Identifies target audiences and executes effective communication techniques, including social media.
- Collaborates with management, department staff, and other teams to ensure consistent branding and public relations.

- Coordinates and schedules speaking engagements, special events, and media interviews to convey information about specific programs, inquiries, or events.
- Creates, edits, and revises materials, including correspondence and documents, for the assigned division and elected official(s).
- Coordinates the creation, design, and layout of publications, including the arrangement of print, photography, illustrations, and artwork.
- Plans and coordinates events, such as ribbon-cutting ceremonies and groundbreaking events.
- Handles sensitive and/or confidential records, plans, documents, or decisions, and maintains confidentiality of information.
- ****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 a related field.
- Two (2) years 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 take place in a temperature-controlled environment. Employee is exposed to natural weather conditions while performing outdoor duties.
- Indoor duties are performed on even surfaces, which may be carpeted or tiled. Surfaces are typically dry.

- Outdoor duties are performed on even or uneven surfaces, which may be wet or dry. Surfaces may be inclined or flat and may include gravel, asphalt, or concrete.
- Most duties are performed independently. Some tasks may be completed as part of a select team.

EQUIPMENT, TOOLS, AND MATERIALS

- Equipment typically used in the performance of office duties includes telephone, computer, printer, and copy machine.
- Materials and products handled include files, forms, reports, paperwork, and a variety of basic office supplies.
- A County vehicle is used occasionally.