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Communications Specialist

JOB CODE	JOB FAMILY	PROFILE
JCP207	**Communications and Public Affairs**	**Communications Specialist**
PAY TYPE	**PAY RANGE**	**REVISION DATE**
Salary	**$54,018.00 - $85,363.00**	**November 6, 2026**

GENERAL

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.

STRATEGIC COMMUNICATION

The Communications Specialist supports strategic communications for the County by conducting research, developing content, and assisting with communication activities, audience analysis, messaging, and use of communication channels and emerging technologies. The position works with departments and organizational functions to help develop clear and consistent communications that support public understanding and County priorities.

Job Description

DUTIES AND RESPONSIBILITIES

GENERAL

- 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.***

STRATEGIC COMMUNICATION

- Supports communications plans and public awareness campaigns by researching audiences, objectives, key messages, communication channels, resources, and measures of success.
- Coordinates clear, accurate, and accessible communications, including news releases, media advisories, talking points, speeches, publications, newsletters, social media, video scripts, and other content.
- Reviews complex County programs, policies, services, and priorities and develops clear, audience-focused information that supports public understanding and engagement.
- Conducts research and gathers information to support communication planning and evaluates communication effectiveness using digital metrics, media monitoring, community feedback, and other available data.
- Assist with photography, social media content creation, and the planning and coverage of public events, including groundbreakings, ribbon cuttings, commissioner events, and other community activities.
- Coordinates communications and visual materials with departments, divisions, and organizational functions to support consistent messaging and alignment with County priorities.

- Collaborates with management, subject matter experts, elected officials, communications teams, and community stakeholders to support communications activities, media relations, public appearances, and special events.
- Responds to media, stakeholder, and community inquiries and assists in coordinating timely, accurate, and appropriate responses.
- Reviews communications for compliance with County branding, style, accessibility, confidentiality, records management, and other applicable standards and requirements.
- Uses emerging technologies and County-approved artificial intelligence tools to support research, content development, planning, analysis, accessibility, and workflow efficiency, with appropriate human oversight.
- Maintains current knowledge of communications practices, digital platforms, accessibility standards, analytics, emerging technologies, and public-sector communications to support effective communication practices.
- ***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

PREFERENCE

- Spanish/English bilingual proficiency preferred.

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.