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Communications Specialist Senior

JOB CODE	JOB FAMILY	PROFILE
JCP345	**Communications and Public Affairs**	**Communications Specialist Senior**
PAY TYPE	**PAY RANGE**	**REVISION DATE**
Salary	**$61,339.00 - $96,866.00**	**August 28, 2026**

The Communications Specialist Senior plans, develops, implements, and manages a comprehensive strategic communications program for an assigned division and/or County elected official(s). The position supports both internal and external communication functions and ensures alignment with the County's overall communication goals. Assignments are coordinated through the Communications Coordinator, Department Director, Deputy County Manager, County Manager, and/or County elected official(s). The Communications Specialist Senior reports directly to the Communications Coordinator, Department Director, or designated elected official.

Job Description

DUTIES AND RESPONSIBILITIES

- 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 office.
- Plans and executes events such as groundbreakings, ribbon-cuttings, news conferences, and community gatherings.
- Produces and distributes content using a variety of communication platforms, including news releases, articles, opinion pieces, public awareness campaigns, brochures, information packets, newsletters, public service announcements, advertisements, social media, videos, still photography, Bernalillo County TV (BCTV), the intranet, and the County website.
- Coordinates and schedules speaking engagements; writes speeches, proclamations, and acknowledgments. Delivers presentations on behalf of the County.

- Assists in managing responses to media-related Inspection of Public Records Act (IPRA) requests.
- Updates and maintains website content for the assigned department, division, or elected official's office.
- Coordinates with marketing, branding, website, social media, and videography teams to ensure consistent messaging across all communication channels.
- Develops and maintains a comprehensive list of media and community contacts. Manages digital archives and databases to track communication activities and history.
- Handles sensitive and confidential records, plans, documents, and decisions with discretion and in compliance with County policies.
- ***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 academic field.
- Five (5) years of related work experience in public information.

Any equivalent combination or 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. A 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, a photocopy machine, a facsimile machine, and a calculator.
- Materials and products handled while performing essential duties include files, forms, reports, various other paperwork, and a wide variety of basic office supplies.
- County vehicles may be used on an occasional basis.