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

Digital Media Specialist

JOB CODE	JOB FAMILY	PROFILE
JCP252	**Communications and Public Affairs**	**Digital Media Specialist**
PAY TYPE	**PAY RANGE**	**REVISION DATE**
Salary	**$54,018.00 - $85,363.00**	**June 5, 2026**

The Digital Media Specialist develops comprehensive digital media strategies for Bernalillo County, including assigned divisions and/or County elected officials. Work with internal departments within respective divisions to promote, publicize, and advance the project objectives of the assigned division and/or elected official's initiative. Coordinate assignments through the Web and Digital Media Coordinator.

Job Description

DUTIES AND RESPONSIBILITIES

- Posts daily content, including reposts from other Bernalillo County digital media platforms and positive external media sources.
- Responds to comments in a manner that positively reflects the County and ensures high-quality customer service.
- Periodically reviews secondary digital media channels managed by other departments outside of Communication Services for accuracy and style consistency.
- Plans, designs, creates, edits, and publishes relevant content aligned with County objectives.
- Oversees public interactions by implementing effective content strategies across digital media platforms.
- Generates digital media marketing strategies that promote customer engagement and brand awareness.
- Defines target public segments and applies the most effective digital media techniques to reach them.

- Secures materials from picture sources, artists, and photographers to produce appropriate visuals for the web.
- Creates and maintains a content calendar and update process; collaborates with subject matter experts and content owners to ensure the County's web presence is accurate, current, and useful.
- Assists in developing public awareness campaigns for County programs, services, and initiatives using exhibits, videography, photography, and basic graphic design.
- Makes recommendations on the use of County funds, resources, equipment, and materials related to digital outreach.
- Represents the County in media appearances and at community events, organizations, and public meetings when assigned by the Web and Digital Media Coordinator.
- Develops and prepares summary reports covering all assigned responsibilities.
- Reviews and maintains digital media analytics reports on a yearly, quarterly, and monthly basis.
- Provides editorial support for various types of digital content as needed.
- Assists the web team in updating website content for assigned divisions and/or elected officials.
- Gathers, writes, and coordinates Bernalillo County information to ensure dynamic and updated website content.
- Collaborates with the web development team to advise on and implement web strategies and tactics.
- Analyzes and recommends content improvements, including photography, graphic design, and layout enhancements.
- Handles sensitive and/or confidential records, plans, documents, or decisions while maintaining strict confidentiality.
- ***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 with a major in Journalism, Communication, Public Relations, or a related academic field.
- Two (2) years of professional experience in public information.

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

SUPPLEMENTAL INFORMATION

ADDITIONAL REQUIREMENTS

- Ability to use digital media effectively.
- Must have knowledge of mass communication principles and practices, journalism, public affairs, public relations, planning, and scheduling techniques.

- Must have the ability to develop digital designs and layout of content, be creative, use initiative, and ability to use various communication software and tools, such as camera, video, and image editing.
- Must have excellent oral and written communication skills in English.
- Must have the ability to communicate effectively with the public, elected official(s), county personnel, and the media.
- Excels at communication skills with a great understanding of communications practices and techniques, including familiarity and use of AP style guidelines.
- Ability to gather data, compile and analyze information, and prepare summary reports.

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. 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. 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, smartphones, computers, and relevant software.
- 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.

NOTE

You are not required to disclose information about physical or mental limitations that you believe will not interfere with your ability to do the job. On the other hand, if you want the employer to consider special arrangements to accommodate physical or mental impairment, you may identify that impairment in the space provided and suggest the kind of accommodation that you believe would be appropriate.

MENTAL FUNCTIONS

- Must be able to use reason and judgment in performing duties and responsibilities.
- Must be knowledgeable of the principles of public information.
- Must be able to organize and prioritize numerous tasks.
- Must be able to work and communicate effectively with different kinds of people in a variety of situations.
- Must be able to generate press releases, brochures, and other media related information.

PHYSICAL FUNCTIONS

- Work is primarily sedentary, with opportunities to stand/walk as needed typically being available throughout the workday.
- Must be able to bend at the waist and twist/rotate occasionally.
- Must be able to work with arms bent or extended away from the body or overhead and be able to push/pull with arms as needed.
- Must be able to crouch and kneel occasionally.
- Must be able to use hands and fingers in order to grasp/manipulate various equipment and materials needed to perform duties and responsibilities.
- Must be able to coordinate the use of hands and eyes in operation of equipment such as a telephone, typewriter, camera, and computer.