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Director of Strategic Communications

JOB CODE	JOB FAMILY	PROFILE
JCM805	**Executive Management**	**Director of Strategic Communications**
PAY TYPE	**PAY RANGE**	**REVISION DATE**
Salary	**$145,787.00 - $218,692.00**	**November 6, 2026**

The Director of Strategic Communications leads Bernalillo County's internal and external communications strategy, overseeing media relations, messaging, branding, and content across digital, print, social media, audio, and video platforms. The role manages staff, budgets, and communications infrastructure while advising county leadership and elected officials. The Director ensures consistent messaging aligned with county priorities, leads community engagement and emergency communications, and works with stakeholders to effectively communicate programs, policies, and strategic initiatives. Manage and supervise staff through hiring, training, performance assessment, coaching, discipline, and termination actions.

Job Description

DUTIES AND RESPONSIBILITIES

- Manage and mentor a team of communications professionals, fostering a collaborative and high-performing environment, proactively in support of the County Manager, County Commissioners, staff. Clearly communicate expectations, goals, direction, responsibilities, and feedback. Understand needs of the team and nurture employee growth, provide mentorship, and leverage the teams and individual's strengths.
- Create and implement comprehensive multi-channel communication plans (public relations, media relations, digital/social media, TV production, material creation, community engagement) to advance organizational goals. Oversee goals, timelines, and actions to meet communication needs and external impacts of our communication work. Develop and oversee a strategic communications plan with priorities, goals, and measurable outcomes. Direct multi-channel content creation and digital platform management, including speeches, media materials, and multimedia content, while overseeing teams that track public sentiment and social media trends.

- Ensure a consistent, compelling, and accurate narratives that reflects the Bernalillo County brand across all internal and external platforms; conduct quality control of all communications; and lead in the internal development of standard operating procedures and policies for communication needs.
- Maintain oversight and editing of official announcements. Cultivate relationships with journalists, bloggers, editors, and others to secure earned media coverage. Track news coverage, Bernalillo County mentions in the media, and analyzes the sentiment of the public towards county initiatives. Prepare staff and elected officials for interviews and media appearances.
- Manage communication efforts, developing strategies and messaging to effectively address sensitive issues and maintain public trust. Oversee the development and review of the emergency communication plans for the county. Act as a primary spokesperson and manage emergency communications to mitigate reputational risk for the County.
- Direct efforts to build meaningful relationships through team leadership, foster trust, and drive collaboration between Bernalillo County and the public through event planning, outreach programs, meeting facilitation, and communication management to support community needs and organizational goals.
- Serve as a primary spokesperson for the County of Bernalillo, for relevant meetings, legislative hearings, external engagements, and other activities as identified.
- Spearhead the process of identifying communications goals, target audiences, and timely, strategic opportunities to advance Bernalillo County priorities.
- Work and collaborate effectively with external stakeholders and all levels of cross-functional teams, including senior leadership and elected officials, to align communications, provide/share information, and consult across strategic communication needs.
- ***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 Communications, Journalism, Public Relations, Marketing, Organizational Development, Business Administration, Business Management, or a related field.
- Eleven (11) years of work experience in any of the following: communications, public relations, media, journalism, community engagement, executive communications, social and digital strategy, organizational brand and marketing communications, or public affairs.
- Three (3) years in a managerial role.

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

SUPPLEMENTAL INFORMATION

PREFERENCES

- Master’s degree in Communications, Journalism, Public Relations, Marketing, Organizational Development, Business Administration, Management or other relevant degrees.

PREFERRED SKILLS

- Demonstrated excellence in writing, editing, and public speaking.
- Strong leadership and managerial abilities with a proven record of guiding teams to successful outcomes.
- Ability to quickly analyze, synthesize, and distill complex policy or issue■related information.
- Advanced analytical and problem■solving skills with the capacity to develop effective communication and messaging strategies.
- Exceptional organizational skills, with the ability to prioritize tasks and meet tight deadlines in a fast■paced environment.
- High level of initiative and independence in leading communication efforts.
- Proficiency with media tools, digital platforms, and content management systems.
- Strategic thinker with the ability to anticipate needs and plan proactively.
- Experience in communications and managing sensitive or high■pressure situations.
- Strong interpersonal skills with the ability to engage effectively with diverse stakeholders.
- Ability to build, manage, and sustain strong professional relationships.
- Commitment to public service and community impact.

SCREENING AND COMPLIANCE

- Successfully complete the post-offer employment medical examination and background investigation.
- Comply with County safety guidelines.
- Complete required FEMA training(s) as assigned to the position.
- Complete required Supervisor classes, if applicable.
- Possess a valid New Mexico driver’s license by the employment date, or obtain within 90 days of hire, and maintain it while employed in this position.

WORKING CONDITIONS

- Duties are performed in various locations and conditions:
- Indoors in temperature-controlled environments.
- In newsrooms/TV studios with bright lights and loud noises.
- Indoors in dark editing and recording venues.

- Outdoor venues with dust, dirt, sun, rain, and inclement weather.
- Press conferences.
- Community events throughout the state.
- Work is conducted with a select team with direct supervision and will involve working with large groups and teams throughout the organization.
- Occasional evening, holiday, and/or weekend work may be required.
- Will be required to work extended hours.

EQUIPMENT, TOOLS, AND MATERIALS

- Equipment typically used includes a telephone, computer, printer, copy machine, TV camera, video equipment, sound equipment, etc.
- Will drive a county vehicle.