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Engagement & Outreach Manager

JOB CODE	JOB FAMILY	PROFILE
JCM312	**Communications and Public Affairs**	**Engagement & Outreach Manager**
PAY TYPE	**PAY RANGE**	**REVISION DATE**
Salary	**$69,451.00 - $109,720.00**	**July 22, 2026**

The Engagement and Outreach Manager works with internal and external stakeholders to promote programs at Bernalillo County. Serving as a member of the management team, this position oversees the development, coordination, implementation, and evaluation of outreach efforts. These include community education, training and support programs, event coordination, social media, marketing, and promotion of events. The manager develops communication strategies to advance departmental objectives, supervises staff and volunteers, and builds partnerships with community groups and organizations. This role requires initiative, creativity, sound judgement, and collaboration across departments and with the public.

Job Description

DUTIES AND RESPONSIBILITIES

- Manage daily operations, including staff supervision, hiring, training, task assignment, performance evaluation, and disciplinary actions as needed.
- Lead recruitment, training, and engagement efforts; track and analyze data related to departmental success.
- Develop and implement comprehensive communication and education strategies to support departmental goals using advertising, multimedia, print, video, and in-person programming.
- Build and maintain relationships with businesses, and community organizations to support education, volunteerism, and engagement.

- Create monthly reports to evaluate outreach program performance, monitor progress toward goals, and recommend improvements.
- Manage budgetary and financial functions; monitor expenditures, prepare reports, and provide detailed summaries.
- Serve as the department's public relations liaison; respond to inquiries and address concerns from the public and interest groups related to outreach activities.
- Coordinate with senior leadership to ensure safe transportation, as needed.
- Promote and monitor workplace safety and OSHA compliance; oversee SDS (Safety Data Sheets) reporting and coordinate with Risk Management to maintain best practices.
- Collaborate with other department sections and county offices to manage events and social media content.
- Act on behalf of the senior management when required; attend management meetings, provide updates, and oversee general operations.
- Perform duties of other staff classifications as needed to support operations and ensure effective customer service; provide cross-functional and backup support across the department.
- *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 Animal Science, Business Administration, Communications, Public Relations, or a related field.
- Six (6) years of work experience in related field.
- Two (2) years in a supervisory role.

*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.
- 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.

PREFERENCES

ANIMAL CARE

- CAWA certification in Animal Shelter Management certification preferred.
- Animal welfare industry experience preferred.
- Individuals assigned to perform euthanasia must hold a valid Euthanasia Technician license issued by the New Mexico Board of Veterinary Medicine.
- Prior approval from the Director of Animal Care Services is required before performing euthanasia tasks.

WORKING CONDITIONS

- Work is performed primarily indoors (approximately 85%) and occasionally outdoors (approximately 15%), including on weekdays, weekends, and during evening hours.
- Indoor work is conducted in a temperature-controlled environment on level, dry surfaces, which may be carpeted or tiled.
- Outdoor duties may involve exposure to various weather conditions, uneven terrain, and interactions with animals and individuals in heightened emotional states.
- The position requires working independently and occasionally as part of a specialized team.

ANIMAL CARE

- Must be comfortable working in close proximity to and handling a variety of domestic animals.

EQUIPMENT, TOOLS AND MATERIALS

- Equipment used includes computers, multi-line telephones, two-way radios, fax machines, photocopiers, cameras, video and sound equipment, tents, and printers.
- Regular handling of administrative supplies such as forms, documents, pens, and other office materials is required.
- Operation of a County vehicle may be required.