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Marketing Specialist

JOB CODE	JOB FAMILY	PROFILE
JCP225	**Communications and Public Affairs**	**Marketing Specialist**
PAY TYPE	**PAY RANGE**	**REVISION DATE**
Salary	**$54,018.00 - $85,363.00**	**November 6, 2026**

The Marketing Specialist is responsible for developing, implementing, and managing strategic marketing, advertising, and public outreach initiatives that enhance Bernalillo County brand awareness, strengthen constituent engagement, and support organizational growth and community impact. This role combines creative storytelling with data-driven decision-making to plan, execute, and evaluate (or reset) innovative marketing campaigns across digital, print, social media, and traditional communication channels. The Marketing Specialist ensures brand consistency and integrity across all county communications while promoting government transparency, accessibility, and public trust. This position serves as a key resource for communicating county services, events, and objectives. This person closely collaborates with internal departments, external partners, elected officials, and community organizations to strategically enhance awareness of the County's work. The Marketing Specialist also works closely with the event staff to develop and implement communication strategies to increase public awareness, encourage participation, and strengthen relationships between Bernalillo County and the communities it serves. This role also monitors marketing performance metrics, evaluates campaign effectiveness, and recommends improvements to maximize engagement and return on public fund investment.

Job Description

DUTIES AND RESPONSIBILITIES

- Develop and execute comprehensive marketing plans aligned with organizational goals and objectives.
- Drive brand awareness and increase brand visibility through strategic marketing and advertising initiatives, including paid and earned media.

- Develop promotional strategies and campaigns to support Bernalillo County's messaging, branding, and public services.
- Maintain and strengthen brand identity, messaging, and positioning across all marketing channels.
- Ensure brand integrity and consistency across all marketing materials, communications, and customer touchpoints.
- Lead the Bernalillo County Brand Committee, ensuring compliance with brand standards while providing guidance on brand strategy, visual identity, and messaging consistency.
- Identify target audiences, market opportunities, and emerging trends to support brand awareness and countywide campaign growth.
- Build and maintain strong relationships with internal and external stakeholders.
- Understand internal client goals, target audiences, and marketing objectives to develop effective marketing solutions.
- Plan, develop, implement, and manage integrated marketing and advertising campaigns across multiple channels, including digital, social media, email, outdoor, print, web, and other media.
- Coordinate with the County's communications teams—including Creative Services, Web, Social Media, Public Information Officers, Media Buying, Digital Marketing, and Production—to develop compelling advertising campaigns and promotional materials.
- Design and execute innovative marketing campaigns that increase constituent engagement and deliver measurable results.
- Develop campaign briefs, proposals, presentations, and performance reports.
- Coordinate campaign calendars, timelines, budgets, deliverables, and project schedules to ensure successful execution.
- Manage multiple projects simultaneously while maintaining quality standards and meeting deadlines.
- Conduct market research and competitive analysis to identify trends, demographic shifts, market opportunities, and emerging needs.
- Analyze consumer behavior and audience insights to improve campaign effectiveness and expand reach.
- Apply data-driven insights to refine marketing strategies, optimize channel performance, and strengthen customer engagement.
- Monitor industry trends, market developments, and emerging marketing technologies to identify new opportunities.
- Monitor and analyze campaign performance, key performance indicators (KPIs), conversion rates, customer engagement metrics, and return on investment (ROI) for public funds.
- Evaluate marketing effectiveness and provide strategic recommendations for campaign optimization and continuous improvement.
- Establish and manage marketing and advertising budgets, resources, timelines, and project deliverables.

- Coordinate with internal departments, vendors, advertising agencies, and media-buying partners to plan, place, and distribute marketing campaigns across multiple channels while monitoring expenditures and maintaining approved budget parameters.
- Oversee vendor relationships, resource allocation, and project schedules to ensure the successful and timely completion of marketing initiatives.
- *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 Marketing, Advertising, Communications, Business, or a related field.
- Two (2) years of related work experience in marketing, advertising, campaign development, and implementation.

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

SUPPLEMENTAL INFORMATION

PREFERENCES

- Master’s degree 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.
- 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

- Most essential job duties are performed indoors in climate-controlled environment.
- Primary work surface is even, dry, carpeted or tiled floor.
- Attendance at evening meetings may be required.
- Works alone primarily, with or without directions. Works with a group at times, and with a select team at times.

EQUIPMENT, TOOLS, AND MATERIALS

- Equipment typically used in the performance of office duties includes telephone, computer, printer, and copy machine.
- Various forms of paperwork are handled in performance of essential job duties.