



Human Resources

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Marketing Specialist

JOB CODE JCP225	JOB FAMILY Communications and Public Affairs	PROFILE Marketing Specialist
PAY TYPE Salary	PAY RANGE \$54,018.00 - \$85,363.00	REVISION DATE February 13, 2026

The Marketing Specialist develops, coordinates, and implements a variety of cultural services and community outreach programs to strengthen communication between Bernalillo County and its residents. This position leads advertising and marketing efforts that support quality of life initiatives, including event planning, sponsorships, and public engagement campaigns. The Marketing Specialist also supervises staff and collaborates with various committees, workgroups, and event teams.

Job Description

DUTIES AND RESPONSIBILITIES

- Develop, coordinate, and manage the County's Quality of Life Fund initiatives supporting agriculture, animal care, arts and culture, housing, memorials, open space, parks and recreation, special events, and sponsorships.
- Partner with management to plan, promote, and implement events and programs with local businesses and community organizations.
- Develop and manage a comprehensive countywide advertising strategy from a business, sales, and technical perspective.
- Assist the manager with administrative duties including correspondence, scheduling, mailing list maintenance, and reporting.
- Initiate and manage advertising sales and sponsorships with companies, agencies, and individual partners.
- Identify new sales opportunities and cultivate existing relationships to increase revenue.

- Create and implement sales materials and rate cards for County facility advertising inventory.
- Evaluate and apply new sales techniques to boost County sales volume.
- Develop and lead a strategic fundraising approach for the Quality of Life Fund through major gifts, corporate donations, grants, solicitations, and in-kind support.
- Design and execute creative campaigns to market programs, initiatives, and events aligned with County goals.
- Conduct research to support the County's strategic plan.
- Plan and lead market research studies; develop branding and marketing strategies and present findings.
- Collaborate with neighborhood groups, councils, boards, associations, government agencies, and other stakeholders to promote County initiatives.
- Coordinate the design, printing, and distribution of marketing and communication materials.
- Use diverse methods to promote County initiatives and programs within the community.
- Recommend enhancements to products or services to improve customer satisfaction and sales potential.
- Oversee the installation and removal of advertising to ensure deliverables are met.
- Lead or supervise personnel as needed for specific projects.
- *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 Public Administration, Business Administration, Journalism, Communications, or a related field.
- Two (2) years of related work experience involving community programs or public information.

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

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.