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Public Information Officer Manager

JOB CODE	JOB FAMILY	PROFILE
JCM347	**Communications and Public Affairs**	**Public Information Officer Manager**
PAY TYPE	**PAY RANGE**	**REVISION DATE**
Salary	**$69,451.00 - $109,720.00**	**November 10, 2026**

The Public Information Officer (PIO) Manager oversees strategic communications for assigned County divisions, Commissioners, and elected officials. Supervises Communications Specialists/Public Information Officers and manages daily communications operations and quality control. Develops and coordinates communications materials to inform the public, engage employees, and promote County programs, services, and initiatives.

Job Description

DUTIES AND RESPONSIBILITIES

- Provides leadership to Communications Specialists/PIOs by assigning work, establishing priorities, monitoring progress, and ensuring timely completion of projects and deliverables.
- Supervises, trains, mentors, and evaluates Communications Specialists/PIOs and contractual personnel.
- Responds to media inquiries and coordinates responses and messaging with Communications Specialists/PIOs.
- Coordinates with County leadership and elected officials to plan and execute ribbon-cutting ceremonies, groundbreaking ceremonies, news conferences, and community events.
- Develops, edits, coordinates, and assigns communications materials for assigned County divisions and/or elected officials, including news releases, articles, opinion pieces, campaigns, brochures, newsletters, public service announcements, advertisements, and information packets.

- Develops and edits content for social media, Bernalillo County Television (BCTV), the County intranet, and the County website.
- Identifies target audiences and implements public outreach and engagement strategies using appropriate communication channels.
- Schedules and coordinates speaking engagements and media interviews concerning County programs, initiatives, and activities.
- Drafts and edits speeches, proclamations, resolutions, award certificates, and County Commission agenda items for assigned divisions and/or elected officials.
- Develops program and project budgets, goals, and guidelines; recommends resource allocations; prepares bid specifications; monitors contracts; and recommends hiring contractual personnel.
- Prepares summary reports on program activities, communications outcomes, and assigned responsibilities.
- Assists with assigning, coordinating, and responding to Inspection of Public Records Act (IPRA) requests from the public and media.
- Coordinates with appropriate staff to write, produce, and edit short-form videos, social media reels, and mini-documentaries promoting County programs and services using digital recording equipment.
- Coordinates with marketing, branding, website, social media, and videography staff to ensure consistent messaging and presentation across County platforms.
- Handles sensitive and confidential records, plans, documents, and decisions with discretion and maintains the confidentiality of information.
- ***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.***

MINIMAL QUALIFICATIONS

- Bachelor’s degree in Journalism, Communications, Public Relations, English, Law or related field.
- Six (6) years of related work experience in public communications and information.
- Two (2) years of supervisory experience.
- ***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 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. The 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. The 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, a telephone, a computer, and a photocopy machine.
- 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.