



Job Description

TITLE: Public Relations and Film Manager	JOB CODE: 3190
DEPARTMENT: County Executive Office	FLSA: Exempt
PREPARED: January 2, 2018	FLSA CLASS: Professional
UPDATED: April 12, 2022	WORK LOCATION: Aztec, NM
	REMOTE WORK ELIGIBLE: YES

Summary: Under general supervision of the County Manager, the Public Relations Manager prepares and disseminates San Juan County information through various media outlets with an emphasis on maximizing marketing and social media strategies. Analyze, plan, and create visual solutions; ensure digital asset creation and management. Promote, collaborate, and actively market the County as an attractive destination for the film and production industry activities. Responsible for maintenance of the County's print production shop. Use knowledge of current graphic design software to produce graphic art and visual materials for promotions, advertisements, films, and informative and instructional material through a variety of media outlets. This professional position will implement proactive communications tactics, execute public relations plans, and track progress. Serve as the County's public information officer for non-law enforcement emergencies; communicate critical information effectively; prepare press releases and provide assistance with press interviews and questions.

Essential Job Functions: *The list that follows is not intended as a comprehensive list; it is intended to provide a representative summary of the major duties and responsibilities. Incumbent(s) may not be required to perform all duties listed, and may be required to perform additional, position-specific tasks.*

- Collaborate, create, and maintain a creative and innovative marketing and social media campaigns from design, development, execution, to presentation.
- Responsible for day-to-day coordination of all advertising and marketing projects; track trends to assess the effectiveness of current campaigns that may influence future directions; stay current of technological advances and be able to identify where to apply.
- Assist in the development of the department budget; maintain a five-year marketing and citizen engagement strategic plan; effectively monitor expenditures related to various outreach marketing and media projects.
- Serve as the County's Public Information Officer (PIO) for all non-law enforcement emergencies providing essential information; coordinate with Sheriff's Office Public Information Manager as needed. Advise on crisis communication management planning.
- Prepare and distribute press releases, brochures, public service announcements, speeches, articles, and social media posts on new projects, County news, respond to inquiries, or make general announcements.
- Provide guidance and assistance to County employees and commissioners in press interviews; serve as liaison for radio and television interviews. Assist elected officials with press interviews, as requested.
- Collaborate, develop, promote, and maintain the County's brand strategy and policy that identifies and communicates our mission statement and core values.
- Provide community relations services of disseminating County information; seek opportunities for presentations; stay apprised of community events; coordinate events that reflects the County's core values.
- Develop and maintain marketing materials featuring San Juan County's film locations.
- Plan, coordinate, and manage booking and contracts of San Juan County film locations; advise on any necessary permits.
- Act as liaison to the New Mexico Film Office, Navajo Nation Film Office, and San Juan County Film Office; collaborate and plan with local film liaisons.
- Develop and maintain information on local resources for production companies;
- Develop and maintain relationships within film production industry and surrounding area film offices.
- Serve as the social media expert to create a comprehensive social media strategy that defines the County's initiatives and marketing efforts; design, develop, and maintain County website and social media sites; providing current information; identify new opportunities to increase visibility; monitor media trends and appropriately apply to continually enhance the County's social media presence.

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- Responsible for streaming and recording commission meetings.
- Generate and manipulate graphic images, animations, sound, text, and video into consolidated and seamless multimedia programs.
- Prepare and organize digital media for quick retrieval and location; work with outside printing, advertising, and graphic design firms; proof, grammar checks, and approve publications.
- Utilize digital media for design and reproduction of presentation boards, county business cards, specialized business cards, Riverview Golf Course business cards and advertisements, departmental letterhead, paycheck fliers, quarterly newsletters, and County advertisements.
- Assist with planning county events; coordinate with departments event details from catering, décor, tables, invitations, venue, equipment, and marketing and promotional strategies.
- Photograph service awards, buildings, special events, and ceremonies.
- Must ensure compliance with WCAG 2.0 AA and other guidelines determined by the ADA Web Coordinator when making changes to any webpage.
- Handle sensitive and confidential data and ensures the quality and integrity of all information produced.
- Perform other related duties as assigned.

Required Knowledge and Skills:

- An eye for design with advanced knowledge of Adobe Photoshop CS4, Adobe InDesign CS4, Adobe Bridge, and Adobe Pro 9 or comparable software such as Microsoft Software Products and web design software.
- Knowledge of photo, design, and graphic software.
- Knowledge of methods and processes in web development and social media sites and tools.
- Knowledge of public affairs, media strategy, print and broadcast media.
- Knowledge of social media tools and sites.
- Knowledge of style guidelines for writing news releases, language usage and terminology used by various news media.
- Knowledge of the principles and practices of customer service.
- Knowledge of County policies and procedures.
- Skill in assessing and prioritizing multiple tasks, projects, and demands.
- Skilled in design, understanding of color theory, file sizes and compression, and file formats.
- Strong understanding of social media sites and marketing techniques with the ability to manage projects.
- Skilled at layout and design; understands concepts such as readability and visual communication.
- Skill in working independently or as a team member.
- Skill in communicating effectively, both orally and in writing.
- Skill in establishing and maintaining effective working relationships with elected officials, County staff, and the general public, and media representatives.
- Skill in the use of a personal computer, the network, and systems software.
- Ability to effectively present ideas using considerate tact and diplomacy.
- Ability to handle sensitive situations and information.
- Skill in Video Editing; take digital photographs/video footage.

Education and Experience

- Bachelor's Degree in public relations, marketing, or related field and at least five (5) years of relevant work experience in public relations, marketing, journalism, or communications; or an equivalent combination of education and work experience sufficient to perform the duties of the position.

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- At least two (2) years of graphic design and media related production experience, preferred
- Knowledge and demonstrated expertise in all social media platforms.
- Valid State of New Mexico Driver's license or able to obtain within six (6) months of employment.

Environmental Factors and Conditions/Physical Requirements:

- Work is performed in an office environment; may be subject to repetitive motion; may be subject to extended periods of intense concentration in the review of documents and reports.
- Work may be performed outdoors and in adverse weather conditions; loading photography and video equipment.
- Work schedule for this position may include working on religious holidays.
- Utilize, process, and navigate the County's electronic ERP system as necessary and appropriate based on the needs and requirements of this position.
- Some work duties may be performed "remotely" outside of County facilities. For remote access you must complete and maintain a current remote work agreement.

Equipment and Tools Utilized:

- Equipment utilized includes computerized and conventional office equipment, photography and video equipment.

Approvals:

Employee: _____ **Date:** _____

Supervisor _____ **Date:** _____

Department Head: _____ **Date:** _____