



Job Description

TITLE:	Public Relations Manager	JOB CODE:	3190
DEPARTMENT:	County Executive Office	FLSA:	Exempt
PREPARED:	January 2, 2018	FLSA CLASS:	Professional
UPDATED:	August 31, 2020	LOCATION:	Aztec, NM

Summary: Under general supervision of the County Manager, the Public Relations Manager prepares and disseminates information for San Juan county through social media, newspapers, periodicals, television, and radio. Develops graphics, publications, press releases and other outreach methods with emphasis on maximizing the value of media strategies including printers and production printing. Analyzes, plans, and creates visual solutions; ensures digital asset creation and management, including images, logos, etc. and to serve as an information provider through written and technological means to facilitate consistent use of the County’s brand identity, image, and transparency. Uses knowledge or 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 such as websites.

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.*

- Assists in the development of the department budget; maintains a five-year marketing and citizen engagement strategic plan.
- Collaborate, create, and maintain a creative and innovative marketing and social media campaigns from design, development, execution, to presentation.
- Generates and manipulates graphic images, animations, sound, text, and video into consolidated and seamless multimedia programs.
- Coordinates the County’s branding strategy.
- Provide community relations services of disseminating county information, programs, news, etc., seeks opportunities for presentations; stays apprised of community events; coordinate events that reflects the Count’s core values.
- Responsible for day-to-day coordination of all advertising and marketing projects tracks trends to assess the effectiveness of current campaigns that may influence future directions; stays current of technological advances and be able to identify where to apply.
- Effectively monitors expenditures related to various outreach marketing and media projects.
- Oversees design and development of website and social media initiatives; provides up to date information and changes to the San Juan County web site and social media sites.
- Photographs service awards, buildings, special events, and ceremonies.
- Prepares and organizes digital media for quick retrieval and location; works with outside printing, advertising, and graphic design firms; proofs, grammar checks, and approves publications.
- Plan and oversee county events; coordinate all event details from catering, décor, tables, invitations, venue, equipment, and marketing and promotional strategies.
- Utilizes 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.
- Must ensure compliance with WCAG 2.0 AA and other guidelines determined by the ADA Web Coordinator when making changes to any webpage.
- Handles sensitive and confidential data and ensures the quality and integrity of all information produced.
- Performs other related duties as assigned.

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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 the methods and processes in web development and social media sites.
- Knowledge of computer systems and accounting principles and practices.
- Knowledge of the principles and practices of records management and documentation procedures.
- 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.
- Good design skills that promote effective marketing and communication.
- Strong understanding of social media sites and marketing with the ability to manage projects, to include social media and marketing techniques.
- 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.
- Skill in the use of a personal computer, the network, and systems software.
- Ability to effectively present ideas using considerate tact and diplomacy.
- Skill in Video Editing.

Education and Experience

- Bachelor’s Degree in graphic & visual design, marketing, or related field and at least two (2) years of relevant graphic design and media related production work experience; or an equivalent combination of education and work experience sufficient to perform the duties of the position.
- 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 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.

Equipment and Tools Utilized:

- Equipment utilized includes computerized and conventional office equipment.

Approvals:

Employee: _____ **Date:** _____

Supervisor _____ **Date:** _____

Department Head: _____ **Date:** _____