

# City of Santa Fe, New Mexico

P.O. Box 909, 200 Lincoln Ave  
(505) 955-6597 Fax (505) 955-6810

[www.santafenm.gov](http://www.santafenm.gov)



<b>POSITION TITLE</b>	<b>Public Information/Multi-Media Administrator (1095)</b>	<b>SALARY RANGE:</b>	<b>\$23.579-42.209 (M)</b>
<b>DEPARTMENT</b>	<b>General Government</b>	<b>FLSA/UNION STATUS:</b>	<b>Exempt/Nonunion</b>
<b>PERIOD TO APPLY:</b>	<b>3/16/2018-4/16/2018</b>	<b>POSITION STATUS:</b>	<b>Exempt/Full-Time</b>
<b>SUPERVISOR:</b>	<b>Deputy City Manager</b>	<b>LOCATION:</b>	<b>City Hall</b>

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## GENERAL DESCRIPTION

The Public Information / Multi-Media Administrator is the City of Santa Fe's key facilitator, strategist and support for open and effective communication both within the City government and with the Santa Fe community and is responsible for the immediate supervision of the Public Information / Multi-Media Administrator staff. The Public Information / Multi-Media Administrator serves as the City's liaison with the news media; will streamline the City's branding and information dissemination; clearly and consistently provide information about all aspects of Santa Fe City government to the public and enhance and improve City communications with the various stakeholder groups in the area, including staff and nearby cities and the county.

## SUPERVISION RECEIVED

Works under the general direction of the Constituent Services Director or City Manager as assigned.

## SUPERVISION EXERCISED

Provides close to general supervision of assigned staff.

## NATURE OF WORK

**ESSENTIAL FUNCTIONS:** *The list of essential functions, as outlined herein, is intended to be representative of the tasks performed within this classification. It is not necessarily descriptive of any one position in the class. The omission of an essential function does not preclude management from assigning duties not listed herein if such functions are a logical assignment to the position.*

Plans, organizes and directs the work and supervises the work of Public Information / Multi-Media staff.

Develops, guides and implements media relations and community communication strategies, policies and procedures.

Gathers information, writes, edits and prepares press releases, speeches, talking points, editorial pieces and letters for distribution to internal and external audiences; coordinates and assists with promotional efforts, special events and special projects.

Provides media relations consultation and advice to City departments.

Acts proactively regarding media relations; provides background information, photos and additional materials as requested by reporters.

Serves as central point of contact for all media inquiries (newspaper, radio, television, blogs etc.) regarding the City of Santa Fe and all City services, day or night, weekday or weekend; facilitates open and effective communication about City programs, policies and initiatives.

Acts as the spokesperson to the media regarding all City related services as needed; Interfaces with the City's Emergency Manager as needed.

Coordinates media interviews with Mayor, City Council, City Manager and City staff as appropriate.

Streamlines and coordinates City communications regarding programs, policies, initiatives and special events.

Acts as brand steward and unifier for the City.

Oversees the overall management of the City's website including staff training, content review, access and contract management.

Implement and manage effective, strategic use of social media.

Coordinates City-sponsored or co-sponsored media and special events.

Authors and submits articles and pictures to news publications.

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## **MINIMUM QUALIFICATIONS**

## **EDUCATION AND EXPERIENCE**

Bachelor's Degree in Communications, Public Relations, Journalism or a relevant field and four (4) years of professional public relations, journalism or communications experience and two (2) years of supervisory experience; or an equivalent combination of education and experience totaling eight (8) years, except that additional education may not substitute for the minimum required experience.

## **ADDITIONAL REQUIREMENTS**

Must possess a valid New Mexico Driver's license upon hire and secure a City of Santa Fe driving permit within three (3) months of hire.

## **KNOWLEDGE, SKILLS, AND ABILITIES**

**Knowledge** of the City's demographic and economic profiles; social media strategies and execution; media needs, timing and interests; the principles and practices of public administration; principles and techniques of public information and public relations programs; media tactics, including interview techniques and preparation; basic principles of communication; English grammar, spelling and punctuation; and policy terminology. Working knowledge of City rules, policies, procedures and regulations, City services, and their relationship to City ordinances, and records management; **Familiarity with** Adobe Photoshop, InDesign and/or Illustrator.

**Skill** in motivating, developing and directing staff; bringing others together and trying to reconcile differences; prioritizing tasks to meet deadlines; reviewing, proofreading, editing and verifying written materials for accuracy and adherence to policies and procedures; writing press releases in the proper format; operating standard office equipment (e.g. computer, calculator, facsimile, copiers, etc.); developing and maintaining effective public and interpersonal relations; communicating with constituents and interacting with all levels of staff within City Departments and members of the governing body; analyzing data and making independent decisions.

**Ability** to communicate effectively both orally and in writing with other employees, members of the media, other agencies; speak clearly and confidently to the media during interviews whether in a formal or informal setting; maintain confidentiality and to use discretion when dealing with sensitive information; maintain a professional demeanor and composure; deal with people diplomatically; multi-task to achieve objectives; deal with idiosyncratic behavior or disgruntled people; assess dangerous situations; use judgment and discretion; maintain accurate details; work in an environment subject to frequently changing priorities, high stress and exposure to conflicting situations; work independently; establish and maintain cooperative working relationships; make quick and effective decisions, network; handle complaints in a diplomatic manner; effectively manage time; recognize the needs for special accommodations; be flexible and organized; and use standard office equipment, including computers, copy machines, multi-line telephone systems, etc.; use a personal computer and database software; use MS Word, Excel, Outlook and Access. Must be able to use web-based software applications and other communication devices including, but not limited to, smart phones, tablets, mobile hot-spots, etc.

## **PHYSICAL DEMANDS/WORK ENVIRONMENT**

Work is performed primarily in an office setting. The work performed frequently requires close exposure to VDT's, CRT's, UV rays; repetitious hand, arm, or finger motions, as well as manual/finger dexterity. The employee may be exposed to potentially hazardous, uncontrollable and life threatening situations and to disturbing and/or hazardous court exhibits. Travel, overtime and/or irregular work hours including evening and weekend work may be required. The ability to lift more than 40 pounds is required. Position requires the ability to see, hear and speak as well as color and depth perception. Some field work may be required.

### **ADA/EEO Compliance**

The City of Santa Fe is an Equal Opportunity Employer. In compliance with the American's with Disabilities Act, the City will provide reasonable accommodations to qualified individuals with disabilities and encourages both prospective employees and incumbents to discuss potential accommodations with the employer.

### **VETERAN'S HIRING INITIATIVE**

Pursuant to City of Santa Fe Resolution No. 2013-079, the City of Santa Fe Human Resources Department (HRD) has implemented a Veterans' Hiring Initiative policy in order to provide opportunities for veterans who meet or exceed the minimum qualifications for city employment to obtain City employment. The Governing Body does not guarantee that a veteran shall be hired for the position being applied for, only that the veteran will be given an interview; and, it does not intend to supersede or modify any collective bargaining agreement that is currently in place with the City of Santa Fe.

**Job applicants who are veterans who have an honorable discharge from the military or are members of the National Guard or Reserve who have successfully completed basic training, must use the Veteran Certification Form to identify themselves and then must attach a copy of their DD214 or DD215 and/or their proof of current Active, Guard or Reserve enlistment in order to certify their status.**

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