

EMNRD – Public Information Officer

Reporting to the Cabinet Secretary, the Public Information Officer serves as EMNRD's chief communications officer and is a member of the senior leadership team. This position requires experience and knowledge with internal and external communication in addition to excellent people skills. The PIO serves as the spokesperson, media contact, and principal advisor to EMNRD's senior leadership team on communications-related matters to ensure all external and internal communications are accurate and in alignment with the department's mission, vision, and communications plan.

The PIO leads the development and implementation of EMNRD's comprehensive communications strategy and public relations campaigns and is also responsible for developing talking points for the Cabinet Secretary for events and ensuring the Department has a cohesive message across multiple divisions. The PIO is responsible for cultivating and enhancing meaningful relationships that will enable ongoing communication between EMNRD and a wide variety of media outlets.

The ideal candidate will:

- Serve as chief spokesperson for EMNRD by developing and disseminating, messaging and responding to media inquiries related to the 5 divisions within EMNRD: Forestry, State Parks, Mining and Minerals, Energy Conservation and Management, and Oil Conservation.
- Coordinate all aspects of the Secretary's and leadership's public appearances, including the development of briefing documents, talking points, speeches, presentations, press outreach materials, and other logistical details.
- Oversee the development of a digital presence, including EMNRD's webpage, and a social media communications program that helps drive public engagement, advances EMNRD's brand identity, and amplifies EMNRD's positive impact in the state.
- Communicate EMNRD's position on a variety of issues through media statements, press releases, media advisories, media pitches, opinion editorials, website copy, and other agency-related content.
- Provide communications support to EMNRD legislative affairs efforts.
- Liaise with the communications team in the Governor's Office.

Qualifications/Skills:

- Proven track record of communications leadership in a complex organization with broad community visibility.
- Demonstrated experience working on communications strategies and responding to crises and high-profile incidents and events.
- Some background in natural resources management would be helpful.
- Highly collaborative style and relationship builder.
- Demonstrable creativity and experience in designing and implementing successful digital marketing campaigns with an emphasis on social media; an understanding of social media platforms and social media marketing; and best practices and Google analytics.



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- Exceptional oral and written communication skills, with proven ability and experience in developing communications materials on complex issues for varied audiences.
- Demonstrated skill and comfort in the development, integration, and implementation of a comprehensive communications strategy and broad range of public affairs activities; and
- Ability to oversee the active engagement, cultivation, and management of media relationships.

Education and Experience requirements:

- Bachelor's degree, preferably in journalism, communications, public relations, marketing, or related field, with five or more years of experience in public relations, strategic communications, or federal/state issue advocacy campaign experience.
- Impeccable writing, editing, and presentation skills.
- Extensive experience in planning, writing, editing, and production of newsletters, press releases, annual reports, and other print materials.
- Media relations experience and established relationships with media and key influencers.
- Self-reliant, able to work independently, energetic, and good problem solver.

Salary: \$65,000 – \$70,000.

The Department hopes to fill this position as soon as possible.

Interested applicants should submit a cover letter, resume, and writing sample by email to Ms. Lois C. Pedro at LoisC.Pedro@state.nm.us. Use "PIO Job Search" in the subject line or mail to New Mexico Energy, Minerals and Natural Resources, Attn: Lois C. Pedro, 1220 S. St. Francis Dr., Santa Fe NM 87505.

Please submit all application materials by April 30, 2022.