



New Mexico State Personnel Office

2600 Cerrillos Road
Santa Fe, New Mexico 87505-0127

Classification Description

PUBLIC RELATIONS COORDINATOR

Class Title	Class Code	Pay Band	Alt Pay Band*
Public Relations Coordinator-B	B2031B	55	
Public Relations Coordinator-O	B2031O	60	
Public Relations Coordinator-A	B2031A	65	

**In accordance with SPB Rule 1.7.4.10 NMAC, the assignment to alternative pay bands shall be reviewed annually to determine their appropriateness.*

Occupation Description

Plans and directs public relations programs designed to create and maintain a favorable public image for employer or client; or if engaged in fundraising, plans and directs activities to solicit and maintain funds for special projects and nonprofit organizations.

Nature of Work

Public Relations Coordinators plan and direct public relations programs designed to create and maintain a favorable public image for the employer or client. For example, they might write press releases or sponsor corporate events to help maintain and improve the image and identity of the company or client. They also help to clarify the organization's point of view to their main constituency. They observe social, economic, and political trends that might ultimately affect the firm, and they make recommendations to enhance the firm's image on the basis of those trends. They often specialize in a specific area, such as crisis management, or in a specific industry, such as healthcare.

Distinguishing Characteristics of Levels

Note: Examples of Work are intended to be cumulative for each progressively higher level of work. The omission of specific statements does not preclude management from assigning other duties which are reasonably within the scope of the duties.

Basic

- Assist in maintaining contact with stakeholders, customers, and the general public.
- Perform standardized duties in the capacity of collecting and disseminating information.
- Assist co-workers with public speaking and coordinating special events.
- Assist with conducting research on social, economic, and political trends that may impact the organization.
- Assist in determining public relations needs; and coordinate projects with management, administrative, and technical staff.

Recommended Education and Experience for Full Performance

Associate's degree in business administration with an emphasis in marketing and four (4) years of experience in journalism, advertising and and/or marketing.

PUBLIC RELATIONS COORDINATOR

Minimum Qualifications

High School diploma or Equivalency and two (2) years of office administration experience.

Operational

- Assist in maintaining contact with stakeholders, customers, and the general public.
- Perform standardized duties in the capacity of collecting and disseminating information.
- Assist co-workers with public speaking and coordinating special events.
- Assist with conducting research on social, economic, and political trends that may impact the organization.
- Assist in determining public relations needs; and coordinate projects with management, administrative, and technical staff.
- Use every available communication media to maintain the support of specific groups upon whom their organization's success depends.
- Maintain contact with local, state and/or federal officials, as well as officials of public, civic, nonprofit, and private agencies to collect and disseminate information.
- Keep abreast on changing policies, laws, regulations, and national trends.
- Coordinate activities between local, state and federal, and private programs.
- Prepare reports on activities.
- Analyze existing and proposed legislation to determine impact.

Recommended Education and Experience for Full Performance*

Bachelor's degree in business administration with an emphasis in marketing and two (2) years of experience in journalism, advertising and and/or marketing.

Minimum Qualifications

Associate's degree in business administration with an emphasis in marketing and two (2) years of experience in journalism, advertising and and/or marketing. Any combination of education from an accredited college or university in a related field and/or direct experience in this occupation totaling four (4) years may substitute for the required education and experience.

Advanced

- Coordination and liaison activities at the local, state, and/or federal level with full responsibility to represent agency officials and present agency's viewpoints on various matters pertaining to agency programs.
- Work on the most complex public relations and liaison projects and on projects with a high level of sensitivity/visibility/statewide impact.
- Present materials to the legislature.
- Function as public relations experts and oversee projects that involve massive internal and external coordination of services.

Recommended Education and Experience for Full Performance

Bachelor's degree in Business Administration with an emphasis in marketing and four (4) years of experience in journalism, advertising and and/or marketing.

Minimum Qualifications

Bachelor's degree in Business Administration with an emphasis in marketing and two (2) years of experience in journalism, advertising and and/or marketing. Any combination of education

PUBLIC RELATIONS COORDINATOR

from an accredited college or university in a related field and/or direct experience in this occupation totaling six (6) years may substitute for the required education and experience.

Knowledge and Skills

*Note: This information has been produced by compiling information and documentation provided by O*NET. O*NET™ is a trademark of the U.S. Department of Labor, Employment and Training Administration.*

Knowledge

English Language — Knowledge of the structure and content of the English language including the meaning and spelling of words, rules of composition, and grammar.

Customer and Personal Service — Knowledge of principles and processes for providing customer and personal services. This includes customer needs assessment, meeting quality standards for services, and evaluation of customer satisfaction.

Communications and Media — Knowledge of media production, communication, and dissemination techniques and methods. This includes alternative ways to inform and entertain via written, oral, and visual media.

Sales and Marketing — Knowledge of principles and methods for showing, promoting, and selling products or services. This includes marketing strategy and tactics, product demonstration, sales techniques, and sales control systems.

Administration and Management — Knowledge of business and management principles involved in strategic planning, resource allocation, human resources modeling, leadership technique, production methods, and coordination of people and resources.

Personnel and Human Resources — Knowledge of principles and procedures for personnel recruitment, selection, training, compensation and benefits, labor relations and negotiation, and personnel information systems.

Clerical — Knowledge of administrative and clerical procedures and systems such as word processing, managing files and records, stenography and transcription, designing forms, and other office procedures and terminology.

Computers and Electronics — Knowledge of circuit boards, processors, chips, electronic equipment, and computer hardware and software, including applications and programming.

Skills

Speaking — Talking to others to convey information effectively.

Active Listening — Giving full attention to what other people are saying, taking time to understand the points being made, asking questions as appropriate, and not interrupting at inappropriate times.

Reading Comprehension — Understanding written sentences and paragraphs in work related documents.

Social Perceptiveness — Being aware of others' reactions and understanding why they react as they do.

Writing — Communicating effectively in writing as appropriate for the needs of the audience.

Coordination — Adjusting actions in relation to others' actions.

PUBLIC RELATIONS COORDINATOR

Critical Thinking — Using logic and reasoning to identify the strengths and weaknesses of alternative solutions, conclusions or approaches to problems.

Persuasion — Persuading others to change their minds or behavior.

Complex Problem Solving — Identifying complex problems and reviewing related information to develop and evaluate options and implement solutions.

Judgment and Decision Making — Considering the relative costs and benefits of potential actions to choose the most appropriate one.

Statutory Requirements: N/A

Conditions of Employment: Working Conditions for individual positions in this classification will vary based on each *agency's utilization, essential functions, and the recruitment needs* at the time a vacancy is posted. All requirements are subject to possible modification to reasonably accommodate individuals with disabilities.

Default FLSA status: Non-Exempt. FLSA status may be determined to be different at the agency level based on the agency's utilization of the position.

Bargaining Unit: This position may be covered by a collective bargaining agreement and all terms/conditions of that agreement apply and must be adhered to.

Established: 07/07/2001 **Revised:** 9/20/2011, 10/9/2015 (Min Qual)

**Adapted from the United States Bureau of Labor Statistics and are intended to illustrate the typical education and experience required for this occupation.*

Note: Classification description subject to change. Please refer to the SPO website www.spo.state.nm.us to ensure this represents the most current copy of the description.