



# New Mexico State Personnel Office

2600 Cerrillos Road  
Santa Fe, New Mexico 87505-0127

## Classification Description

### PUBLIC RELATIONS SPECIALIST SUPERVISOR

<u>Class Title</u>	<u>Class Code</u>	<u>Pay Band</u>	<u>Alt Pay Band*</u>
Public Relations Specialist Supervisor	J3031S	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.*

#### **Purpose**

Devotes a substantial portion of time assigning and directly supervising work of at least two (2) full time equivalent employees\*\*, acting upon leave requests, conducting annual performance evaluations and recommending disciplinary actions. Interviewing and recommending selection of applicants and conducting training of personnel. Engages in promoting or creating good will for individuals, groups, or organizations by writing or selecting favorable publicity material and releasing it through various communications media. May prepare and arrange displays, and make speeches.

#### **Nature of Work**

Public Relations Specialist Supervisor devotes a substantial portion of time assigning and directly supervising work of at least two (2) full time equivalent employees and handles organizational functions, such as media, community, consumer, industry, and governmental relations; political campaigns; interest-group representation; conflict mediation; and employee and investor relations. Public relations specialists must understand the attitudes and concerns of community, consumers, employee, and public interest groups to establish and maintain cooperative relationships between them and representatives from print and broadcast journalism. Public relations specialists draft press releases and contact people in the media who might print or broadcast their material. Sometimes, the subject of a press release is an organization and its policies toward employees or its role in the community. They also arrange and conduct programs to maintain contact between organization representatives and the public.

#### **Distinguishing Characteristics**

*The omission of specific statements does not preclude management from assigning other duties which are reasonably within the scope of the duties.*

- Devotes a substantial portion of time assigning and directly supervising work of at least two (2) permanent/full time employees. Acts upon leave requests, conducts annual performance evaluations and recommends disciplinary actions.
- Conducts training of personnel; may interview and recommend selection of applicants.
- Provides career coaching through mentoring and arranges for outside training opportunities when possible.
- Makes well-informed, effective, and timely decisions and perceives the impact and implications of those decisions.
- Makes point of view in a clear and convincing manner.
- Listens effectively and clarifies information as needed.

## PUBLIC RELATIONS SPECIALIST SUPERVISOR

- Identifies and analyzes problems; weighs relevance and accuracy of information; generates and evaluates alternative solutions; makes recommendations.
- Writes in a clear and concise manner.
- Develops networks and builds alliance; collaborates across boundaries to build strategic relationships and achieve common goals.
- Builds and manages workforce based on organizational goals, budget considerations, and staffing needs
- Ensures that employees are appropriately recruited, selected, and appraised; addresses performance issues.
- Keeps up to date on occupationally specific technological developments; makes effective use of technology to achieve results.
- Employees in this Role perform the most complex and highly accountable public relations function.
- Employees are responsible for analyzing existing and proposed legislation to determine impact.
- Employees approve changes affecting the program; direct on-going program evaluation; direct the development of program goals, priorities, procedures, and reporting systems; prepare annual reports; prepare written proposals; assist in the negotiation of editorial contracts; take calls, and answer letters of a sensitive nature.

### **Recommended Education and Experience for Full Performance**

Bachelor's Degree in Publications, Journalism, Communications and/or related field and two (2) years of experience in public relations, one (1) years of which must be supervisory.

### **Minimum Qualifications:**

Associates Degree in Publications, Journalism, Communications and/or related field and two (2) years of experience in public relations. 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.

### **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**

**Leadership** - Knowledge of leading through influence and persuasion by establishing mutual trust, respect, and loyalty, through shared beliefs, values, and goals; Being cognizant of subordinates' needs, goals, and aspirations, and to carefully consider these personal variables when making decisions.

**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.

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

**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.

## PUBLIC RELATIONS SPECIALIST SUPERVISOR

**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.

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

**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.

### Skills

**Leadership** - Displaying attributes that makes employees willing to follow; applying effort to increase productiveness in areas needing the most improvement; establishing a spirit of cooperation and cohesion for achieving goals; making the right things happen on time; providing performance feedback, coaching, and career development to individuals to maximize their probability of success; giving subordinates the authority to get things accomplished in the most efficient and timely manner.

**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.

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

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

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

**Coordination** — Adjusting actions in relation to others' actions.

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

**Time Management** — Managing one's own time and the time of others.

**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:** Exempt.

**PUBLIC RELATIONS SPECIALIST SUPERVISOR**

**Bargaining Unit:** Not covered

**Established:** 07/27/2012

**Revised:**

*\*\*Means two (2) or any combination of full-time equivalent (FTE) status that equals at least two (2) regular or term status employees in non-temporary positions.*

*\*\*\*Adapted from the United States Bureau of Labor Statistics and are intended to illustrate the typical education and experience required for this occupation. Not to be construed as minimum qualifications.*

*Note: Classification description subject to change. Please refer to the SPO website [www.spo.state.nm.us](http://www.spo.state.nm.us) to ensure this represents the most current copy of the description.*