

## **Director of Communications**

### **Purpose of Position**

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THIS POSTING WILL BE USED TO CONDUCT ONGOING RECRUITMENT AND WILL REMAIN OPEN UNTIL THE POSITION HAS BEEN FILLED.

### **Why does the job exist?**

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This position serves as the NMPED's lead for communications and media. The Director of Communications oversees all external communications with schools, and the media, and supports the Secretary of Education and the leadership team with all communications needs. Collaboration with the Governor's office and other state agencies is critical for alignment of messaging. Flexibility and agility is needed in this face-paced role.

The Director of Communications will:

- Collaborate with NMPED senior leadership team on external and internal communications strategy and offer counsel, as needed
- Oversee media relations with a high-volume on in-bound media requests
- Be comfortable, confident, knowledgeable, and professional representing NMPED in media interviews
- Produce timely and clear field communications to key stakeholders including superintendents, principals, educators, families, other government agencies, and civic & community leaders
- Liaise with the Governor's Office Communications Team and collaborate with HED, ECECD and CYFD on multi-department approaches to issues around education and child well-being
- Populate and maintain the external and internal website with appropriate content
- Support constituent services inquires forwarded through the Governor's team and monitor progress through IQ software
- Help drive communication strategy, planning and production around legislative session and key moments in legislative affairs
- Manage, support, and evaluate a small team
- Coordinate communication asset production with creative partners and vendors
- Participate in content design strategy for the PED website and manage the relationship with an external vendor
- Develop and implement a data analytics plan to evaluate the impact of NMPED communications
- Collaborate with the Strategic Outreach team on social media strategy, coordinate with Bureau directors for content and updates, and provide regular insights & reporting
- Design and execute constituent-facing campaigns to promote key milestones and initiatives
- Oversee editorial process, monitor fidelity to brand guidance, and provide technical assistance to PED staff, as needed
- Knowledge of social media analytics and email marketing software preferred

### **How does it get done?**

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Reporting to the Director of Strategic Outreach, the Director of Communications serves as a key member of the department's leadership team. Strong communication, writing, and management skills are required. An ability to navigate complex systems and complete projects with multiple moving parts while meeting deadlines is also required. The Director of Communications will be expected to work collaboratively across divisions, bureaus, other state agencies, and external organizations, and also to work independently when necessary to achieve the best results for the PED. Developing and maintaining

positive, productive relationships with leaders and stakeholders across the state will be critical.

Excellent interpersonal skills and a positive teamwork-oriented and customer service attitude, as well as flexibility and adaptability, are necessary in this fast-paced environment.

### **Employment Requirements**

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Must possess/obtain and maintain a valid New Mexico Driver's License.

### **Working Conditions**

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Work is performed in an office setting with exposure to Visual/Video Display Terminal (VDT), extensive computer and phone usage. Some sitting, standing, bending and reaching may be required.

### **Supplemental Information**

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**Benefits:** Do you know what Total Compensation is? [Click here](#)

**Agency Contact Information:** Please send a cover letter and resume/CV to Katie Avery, Katherine.avery@state.nm.us

### **Bargaining Unit Position**

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This position is not covered by a collective bargaining agreement.