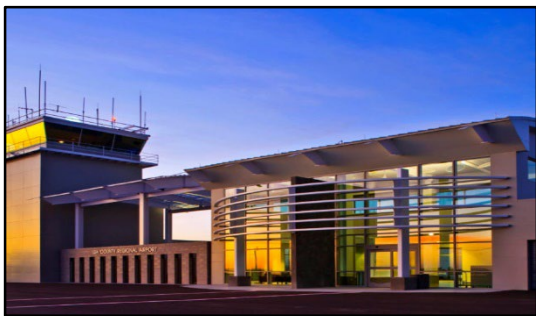


The City of Hobbs, New Mexico is currently seeking a  
DIRECTOR OF COMMUNICATIONS AND PUBLIC ENGAGEMENT/PIO



Rockwind Community Links, is a 27-hole golf facility owned and operated by the City of Hobbs



When you Fly Hobbs, you can fly "From Here to Anywhere," with flights to Denver and Houston, you can connect to more than 130 U.S. cities and more than 130 international cities



The CORE is a state of the art facility that enhances the quality of life, provides economic development and improves the health of area residents. An intergenerational place for our residents and guests in our community which offers indoor, year-round opportunities for social interaction, learning, fun and fitness for all ages and abilities.

*Hobbs, NM, with 24 square miles, has a small town feel, but still has many of the offerings of a large city. Whether you want to play a round of golf at Rockwind Community Links, see a play or musical at Hobbs Community Playhouse, or workout/spend some leisure time at the CORE facility – there is always something to do in Hobbs. Hobbs offers a wide variety of restaurants to satisfy your culinary tastes; whether that is a small local Mexican restaurant, an Asian-American fusion restaurant, or even many of the popular national chain restaurants. The City of Hobbs proudly offers a diverse educational experience for students K-12 ranging from our private schools, to our new Career and Technical Education Center of Hobbs (CTECH) and our various public schools. The University of the Southwest and the New Mexico Junior College are two highly ranked colleges located in Hobbs. Hobbs offers numerous medical facilities to aid the community in their diverse medical needs; whether that is private physicians, specialty physicians, or the Covenant Health Hobbs Hospital. The City of Hobbs is home to Lea County Regional Airport which has flights connecting you to anywhere you want to fly. Hobbs is a diverse community of people from all over the world and while it is opportunity that brings people to Hobbs... the sense of community is why they stay here.*

# **Salary – (Full Range) - \$81,452.80- \$134,409.60**

Accepting online applications at [www.governmentjobs.com/careers/hobbsnm](http://www.governmentjobs.com/careers/hobbsnm)

## **GENERAL DESCRIPTION**

Serves as the Director for the Communications Division and represents the City in outward communications to all external stakeholders including the public and media outlets.

Administers a wide range of public relations activities in a large, complex, multi-faceted department or on a Citywide basis in a centralized public information function. This position is an exempt position as defined by the Fair Labor Standards Act and regularly works in excess of a standard forty-hour workweek without overtime compensation. This position requires flexibility in scheduling and may often be responsible for working weekends, evenings, early morning hours, and various holidays.

## **ESSENTIAL DUTIES**

- Communicates the goals and directives of the City Commission and City Management team to media outlets and responds within the guidelines of the mission and philosophy of the organization.
- Serves as the Public Information Officer for the City including crisis communications as directed by the City Manager.
- Manages and supervises assigned operations to achieve goals within available resources; Leads, coordinates, trains, motivates and evaluates assigned staff; reviews progress and directs change as needed. Assists with final recommendations for hiring, promoting, reclassifying, transferring, assigning, laying off, recalling and termination of communication division employees.
- Provides guidance regarding communication activities to City management, City employees, and elected officials.
- Plans and coordinates overall media relations to enhance the City image and publish timely City information including but not limited to; press releases, press outreach, media events, media calls, videos, photography, brochures, website design and content, social media and correspondence responses on behalf of management.
- Ensures consistency in all aspects of communication by city departments.
- Coordinates activities and plans special events.
- Work involves conceptualizing, developing, and implementing major media and advertising campaigns, marketing programs, and various special projects.
- Coordinates public relations activities for City Commission and other City departments.
- Develops and coordinates the illustration and printing of publications.
- Prepares, reviews, and edits documents for publication to include information to be shared during news conferences, media releases, newsletters, publications and scripts.
- Serves as a liaison between City officials and outside organizations, departments, and specific groups.
- Demonstrates outstanding customer service, integrity, and commitment to innovation, efficiency, and fiscally responsible activity.
- Shows effective stress management during times of intense situations.
- Shows the ability to work cooperatively with internal departments, other employees, media representatives and the public.
- Implements the City-wide social media strategy and builds online traffic and support.
- Plans and coordinates in conjunction with management all internal communications, messages and communication outlets.
- Maintains confidentiality as appropriate of City matters.

- Performs a variety of routine and complex clerical, secretarial and administrative work in keeping official records, providing administrative support to the City Manager, and assists in the administration of the standard operating policies and procedures of the department and the City.
- Prepares and disseminates monthly, quarterly, and annual reports in accordance with approved standards.
- Work is performed within policies included in City ordinances and administrative regulations with latitude for the exercise of independent judgment and subject to periodic review on the basis of results achieved.
- Attends administrative staff meetings, commission meetings and other meetings as requested by the City Manager.
- Gathers, interprets, and prepares data for studies, reports and recommendations.
- Prepares and administers communications division budget.
- Demonstrates continuous effort to improve operations, decrease turnaround times, streamline work processes, and works cooperatively to provide quality seamless customer service.
- The duties listed above are intended only as illustrations of the various types of work that may be performed. The omission of specific statements of duties does not exclude them from the position if the work is similar, related or a logical assignment to the position.

### **NON-ESSENTIAL DUTIES**

May serve on various employee committees, as required and assigned.

## **QUALIFICATIONS**

This position is subject to the City of Hobbs' Drug and Alcohol Testing Policy which includes one or more of the following: pre-employment testing, post accident testing, random testing, reasonable suspicion testing, return to duty testing and follow-up testing

### **MINIMUM QUALIFICATIONS**

#### **EDUCATION AND EXPERIENCE:**

Bachelor's degree in Business Administration, Marketing, Journalism, Communications, Public Relations or a related degree required. Four (4) years of progressively responsible compensable experience related to communications, marketing or public relations experience that includes a minimum of two years of supervising subordinates is required. An equivalent combination of education and experience that meet the minimum requirements may be substituted on a year-to-year basis. Bi-lingual preferred.

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

- Excellent written and verbal communication skills.
- Knowledge of various media outlets and technological advances in communication mediums.
- Ability to proactively identify communication opportunities and develop supporting programs.
- Strong organizational skills and the ability to handle multiple tasks and meet deadlines.
- Able to excel in a fast-paced environment with changing priorities and able to take a positive team approach to working with government and non-government partners.
- Knowledge of governmental organization and content of a wide variety of positions common to public agencies.
- Knowledge of principles of business and public administration.
- Knowledge of graphic design software along with Microsoft Office Suite to include Word, Excel, PowerPoint and Access.
- Ability to develop, improve, and install communication processes.
- Ability to work cooperatively with City officials, boards and commissions, employees and the general public.
- Ability to perform a broad range of supervisory responsibility over others.
- Ability to effectively communicate orally with individuals and groups in a face-to-face setting or by telephone both internally and externally.
- Ability to establish operational standards for the department.
- Ability to produce written documents with clearly organized thoughts using proper sentence construction, punctuation, and grammar.
- Ability to work safely without presenting a direct threat to self or others.

## **LICENSING AND CERTIFICATIONS**

Valid state issued drivers license.

As a condition of employment, this position must maintain insurability and licensure requirements in order to operate personal and/or city vehicle in daily transportation throughout the city and state and meet the expectations of this job description.

## **SUPERVISION RECEIVED**

Reports directly to the City Manager

## **SUPERVISION EXERCISED**

Directly supervises subordinated staff within the communications division.

## **PHYSICAL DEMANDS**

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

While performing the duties of this job, the employee is frequently required to sit and talk or hear. The employee is occasionally required to walk, use hand to finger, handle, or feel objects, tools or controls, and reach with hands and arms.

The employee must frequently lift and/or move objects up to 25 pounds. Specific vision abilities required by this job include close vision and the ability to adjust focus.

## **WORK ENVIRONMENT**

The work environment characteristics described here are representative of those an employee encounters while performing the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

The noise level in the work environment is usually moderately quiet.



IT ALL HAPPENS HERE<sup>SM</sup>



City Park Basketball Courts at night.



City of Hobbs Public Library

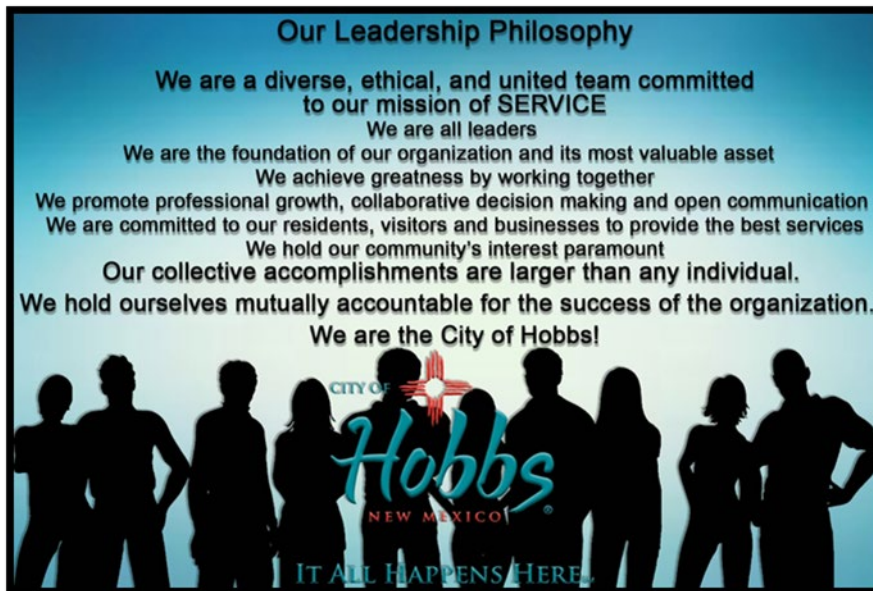


City of Hobbs - Lovington Highway  
Health Trail

**BUILD A MEANINGFUL CAREER. BUILD YOUR BRAND.**

Along with your base salary, you will be eligible to receive the following:

- Relocation reimbursement to move to Hobbs, New Mexico (up to \$3,500.00);
- Monthly phone stipend;
- Annual licensing fees/costs provided by employer;
- Annual dues and subscriptions for professional memberships provided by employer;
- Annual salary increases (if approved by the governing body);
- Annual bilingual incentive payment (if applicable);
- 13 paid holidays;
- 12 hours Paid Time Off accrued monthly (144 hours annually = 18 days Paid Time Off annually)
- Paid short-term and long-term disability;
- PERA retirement with employer contribution;
- Excellent insurance benefits package.



**Apply Today!**

To apply online, go to [www.governmentjobs.com/careers/hobbsnm](http://www.governmentjobs.com/careers/hobbsnm)  
The City of Hobbs is an Equal Opportunity Employer and a Drug-Free work place.