

NEW MEXICO JUDICIAL BRANCH

AOC Public Information Officer/Legislative Liaison (At-Will)

This job description is ILLUSTRATIVE ONLY and is not a comprehensive listing of all functions performed.

SUMMARY

Under administrative direction, this position will have a dual role of Public Information Officer for the Administrative Office of the Courts and the New Mexico Judicial Branch as well as serve as the Legislative Liaison. This position is responsible for the professional work, planning and direction of the New Mexico Judicial Branch public information program, including communication with the Legislative and Executive Branches of government; serves as primary liaison for communications with the Legislature and the Governor's Office; collaborates with a wide range of individuals in the development and implementation of plans for effectively sharing information with the legal community, general public, legislative, and executive leadership; and performs duties connected with keeping the Judicial Branch abreast of state and federal legislation and pending regulatory issues.

QUALIFICATIONS

Education: Bachelor's degree from an accredited university in English, journalism, mass media communications, public relations, advertising, marketing, public administration or a related field.

Education Substitution: None.

Experience: Seven (7) years experience in public information, marketing, mass media, and public relations and two (2) years of experience developing and coordinating legislative strategies.

Experience Substitution: Additional relevant education may substitute for experience at a rate of thirty (30) semester hours equals one year of experience.

Other: Must possess a valid New Mexico driver's license and satisfactory driving record, and must also be able to respond to call back duty after normal working hours, and on weekends and holidays.

Knowledge: Requires advanced knowledge of organizational structures of courts and government, and general local government functions, issues and operations; legislative and congressional methods, techniques and practices of public and media resources and relations; applicable federal, state and local laws, regulations and court decisions; principles and practices of effective management; extensive knowledge and experience with executive leadership; judicial administration, public administration, inter-branch relations, public budgeting, governmental policy development and implementation; judicial entity programs, trends, priorities, target audiences, appropriate goals and success indicators.

Skill & Ability: Skill in presenting information and communicating clearly, logically and calmly both orally and in writing in a variety of public and private settings as well as during times of crisis; conceptualizing, developing, and implementing major media campaigns, marketing programs, and various special projects, conducting research, compiling and analyzing information, and preparing clear,

concise reports, press releases, informational and educational materials; organizing and providing training; utilizing proper grammar, sentence structure and punctuation; exercising tact and diplomacy in dealing with highly charged situations; strong interpersonal communication skills; and in transforming visionary ideas into effective practice. **Ability** to build and maintain strong working relationships with administrative officials, judges, public officials and other stakeholders; work independently and take responsibility for actions taken; establish and maintain positive and effective working relationships with a variety of people including AOC personnel, elected officials, other municipal representatives, media and press representatives, customers and the public; operate audio, visual, and other technological equipment designed to capture images and information; operate standard office equipment including a personal computer with moderate to advanced capabilities in software applications; write policies and procedures for media relations by courts and court personnel at all levels; understand the operation of local and state court systems; principles and practices of modern court management and to move seamlessly among diverse audiences.

EXAMPLES OF WORK PERFORMED

Develop, coordinate and implement public relations, public information and public education activities; establish and maintain positive, effective operating relationships with a variety of stakeholders including media representatives, public officials and public agency representatives, special interest groups, and the public; direct and implement the development and implementation of a comprehensive public information plan; provide strategies for dealing with difficult issues publically and for garnering positive press attention; serve as liaison between the Supreme Court, Administrative Office of the Courts and other Judicial Entities, and other public agencies; respond to media inquiries by gathering information; complete special assignments in support of the Administrative Office of the Courts and the New Mexico Supreme Court; plan, research, prepare and disseminate public information, news releases, public service announcements, and promotional and educational materials; represent the Administrative Office of the Courts and the New Mexico Supreme Court, and make presentations in a variety of settings including public meetings, legislative meetings, classrooms, public events, and community groups; confer with court administrators, judges and public education committees to determine the public education needs; implement budgets for assigned projects; plan, coordinate and conduct community events; respond to emergency incidents as needed; serve as spokesperson to the press, public, and other public agency representatives; coordinate with local, state and federal Public Information Officers as needed; serve as representative and as liaison to other public agencies; work with the Bar Association to provide workshops and round table discussions for the media about courts statewide; update and maintain the Judicial Branch web-site; develop general informational materials such as the Annual Report, Strategic Plan and Newsletter; attend Board meetings; prepare and present reports and make recommendations; respond to AOC public records requests in coordination with other staff and Divisions; serve as lead on public records requests; responds to inquiries about the Judicial Branch, the Supreme Court, and the AOC from the general public, public officials or clients in a timely manner; as necessary, resolve or refer complaints to the appropriate division or entity; take photographs; develop and maintain a historical record of significant events, activities and issues. **Assist** in the development, planning, and communication regarding new legislation; plan, develop, and coordinate legislative activities as directed; attend and actively participate in legislative committee meetings; assist in the translation of legislative needs into appropriate bill formats; provide effective consultation to management regarding year-round legislative strategies; engage in legislative policy analysis; track legislation and analyze progress; provide legislative updates to appropriate management and staff as needed; effectively address issues, communicate concerns to management and seek resolution; report on legislative session activities as required; provide assistance

to legislators with research and questions in a timely manner; provide and review bill analyses during the legislative session; track, monitor, and evaluate legislative developments; review and develop pertinent legislative proposals and determine impact to the Judiciary; and other work as assigned. This position may interact daily with court personnel, judicial officers, public officials, and court related executives at the state, county and national level.

WORK ENVIRONMENT AND PHYSICAL DEMANDS

Essential functions are representative of the work environment and physical demands an employee may expect to encounter in performing tasks assigned to this job.

Extensive statewide travel required. Work is performed in an office or court setting or outside. The employee may be exposed to unpleasant, hostile, or violent situations that arise when dealing with individuals involved in court cases. The employee may be exposed to disturbing court exhibits. May be exposed to bodily fluids. The employee may be required to lift, move, and carry up to thirty (30) pounds. Overtime and/or flexible work hours is required. May be exposed to fluctuating building and outdoor temperatures.

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