



New Mexico Children,
Youth & Families Department

Public Information Officer

The New Mexico Children, Youth and Families Department (CYFD) is recruiting for a talented and experienced applicant to fill its Public Information Officer (PIO) position. This position offers a unique opportunity for an experienced communicator to affect change in New Mexico's social systems and help improve supports for children.

The incumbent must have experience as a communicator and thought leader in communicating reforms and changes to various audiences, including children in care, biological and resource families, juvenile justice clientele, lawmakers, community stakeholders and organizations, and overall lifting the voice of youth in our care in a strategic and safe way.

Often, this position will navigate sensitive subjects and work with the Office of General Counsel to balance state law with being as transparent as possible to the public.

Required skills:

- College degree in public relations, marketing, communications, journalism or similar coursework. Qualified work experience can be substituted in lieu of a degree
- Must have experience managing a team of employees including performing employment evaluations, hiring, and discipline
- Ability and willingness to work non-traditional hours including nights and weekends on an as-needed basis
- Experience communicating with high level stakeholders and lawmakers
- Writing skills are a must— CYFD is committed to explaining our reforms to the public and stakeholders
- General understanding of government procurement policies and practices
- Skill in drafting press releases with input from agency personnel
- Ability to prioritize multiple projects simultaneously including staff management, multiple deadlines, breaking news, and other agency needs
- History of working with reporters and other news gatherers about sensitive topics

Preferred qualifications:

- Bilingual in Spanish or an indigenous New Mexico language is a huge plus
- Familiarity with the political and nonprofit landscape of New Mexico
- Experience navigating public records laws and maintaining confidentiality while still providing useful answers to media questions
- Previous hands-on experience with government procurement policies and practices
- Persons with prior involvement in child welfare are strongly encouraged to apply
- On-camera experience

Benefits include medical, dental, vision, paid vacation, and a retirement package. Please send resume and cover letter to CYFD Director of Operations Lisa Fitting at lisam.fitting@state.nm.us.